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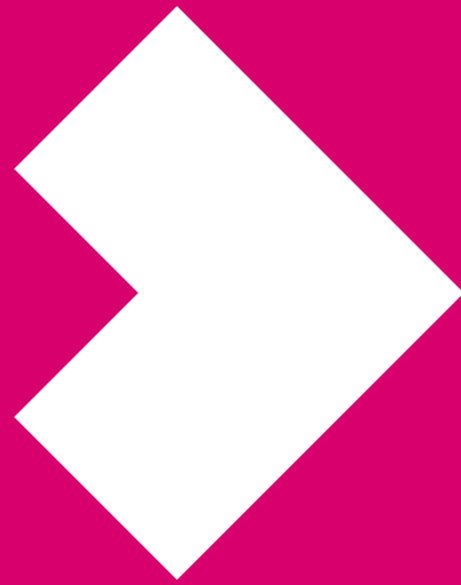
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- 2°20 Tabliczki na drzwi
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- 3°2 Stojak na ulotki
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- 3°7 Strea chillout
- 3°8 Parasole eventowe
- 3°9 Opaski odblaskowe
- 3°10 Zakładki do książek
- 3°11 Mała architektura miejska
- 3°12 Naklejki na samochody





System
Identyfikacji
Wizualnej



Górnośląsko
-Zagłębiowska
Metropolia



Wielkość dokumentu:

210mm x 297mm

1 nie używać przecinków ","

2 równanie do lewej krawędzi

Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because



Kolory metropolitarne

Papier powlekany

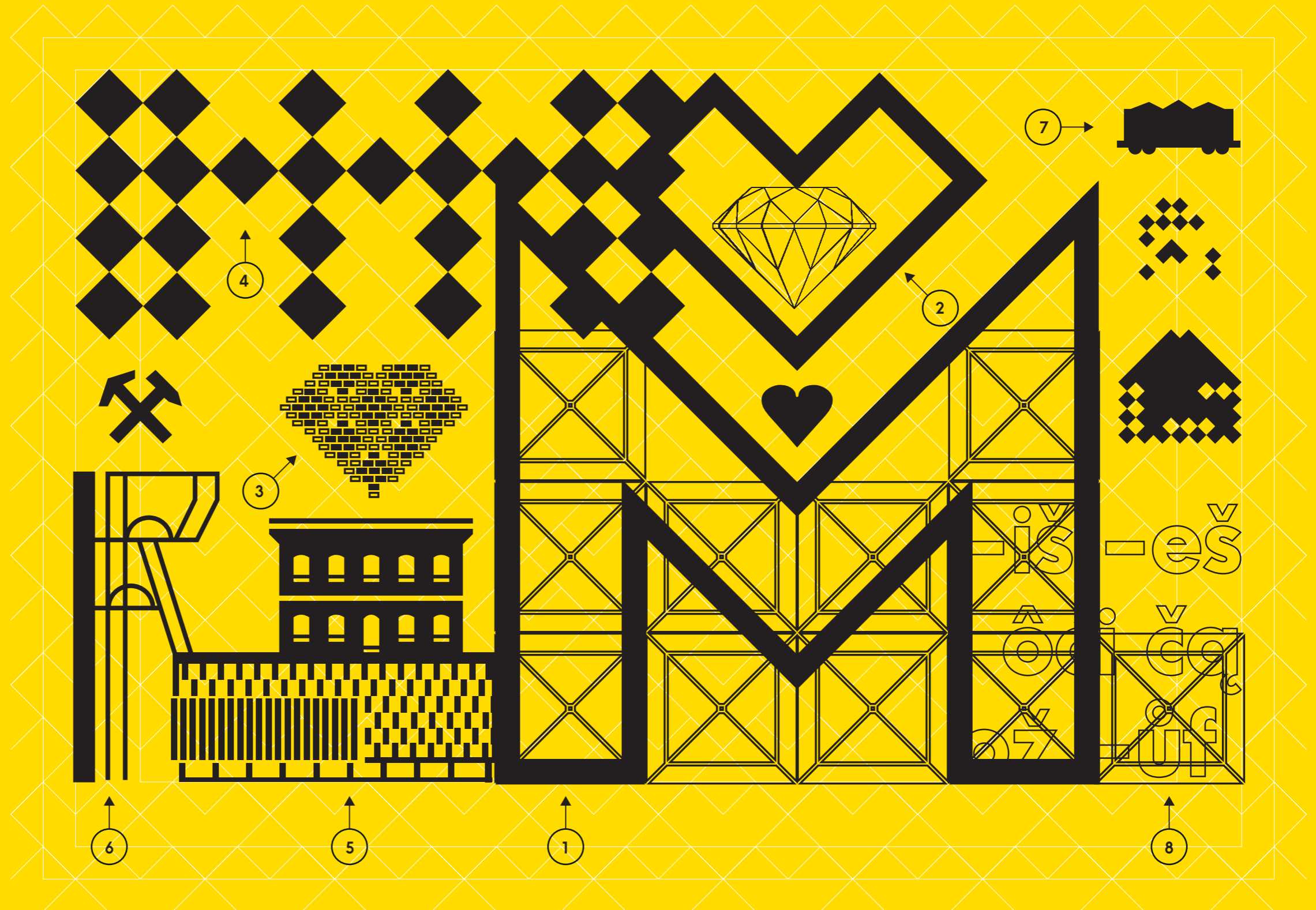
Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00





Geneza



Dizajn semantyczny / symulakry potworzenia / konturowość piktoralna / raster metropolitarny - czyli kilka słów o genezie identyfikacji wizualnej Górnośląsko-Zagłębiowskiej Metropolii.

1°2

Budowa logo

Geometria i konstrukcja

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Kolory metropolitarne

Papier powlekany

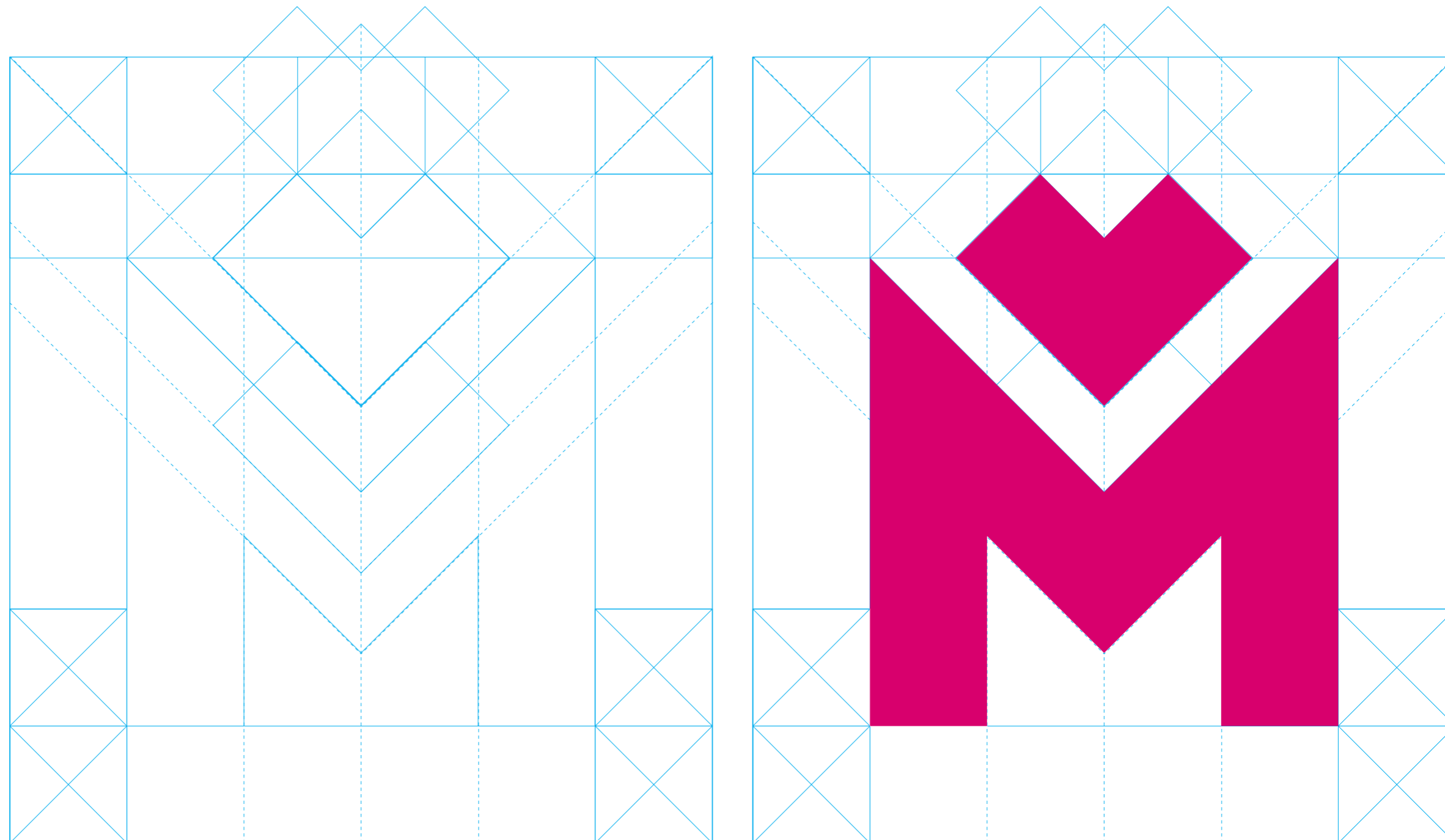
Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

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Słoneczny Ślqsk
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WEB #ffec00



1°3

Logotyp

Sygnet z podpisem

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Kolory metropolitarne

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Papier offsetowy

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Kolory metropolitarne

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Kolory metropolitarne

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Papier offsetowy

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Słoneczny Ślqsk
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WEB #ffec00



1°4

Kroje pisma

Krój podstawowy

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Arca Majora Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

- = + @ ! # \$ % & * () _ [] { } ; : ' " < > , . / ? Aą Ćć Ęę Łł Ńń Óó Śś Źź Żż

1234
5678
90

Arca Majora Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

- = + @ ! # \$ % & * () _ [] { } ; : ' " < > , . / ? Aą Ćć Ęę Łł Ńń Óó Śś Źź Żż

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1°4

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Kroje pisma

Krój komplementarny

Bree Serif Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

- = + @ ! # \$ % & * () _ [] { } ; : ' " < > , . / ? Aą Ćć Eę Łł Ńń Óó Śś Żż Źź

1234
5678
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PRZYNALEŻNOŚĆ
REGIONALNA OBU
CZĘŚCI METROPOLII

279

Departament
Transportu

Bree Serif Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

- = + @ ! # \$ % & * () _ [] { } ; : ' " < > , . / ? Aą Ćć Eę Łł Ńń Óó Śś Żż Źź

1234
5678
90

PRZYNALEŻNOŚĆ
REGIONALNA OBU
CZĘŚCI METROPOLII

1234
5678
90

Bree Serif Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

- = + @ ! # \$ % & * () _ [] { } ; : ' " < > , . / ? Aą Ćć Eę Łł Ńń Óó Śś Żż Źź

1234
5678
90

PRZYNALEŻNOŚĆ
REGIONALNA OBU
CZĘŚCI METROPOLII

1234
5678
90

1°5

Kolorystyka



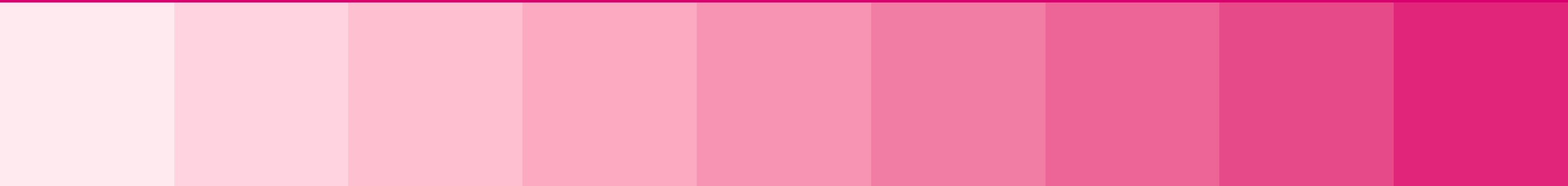
Geneza kolorów Metropolii GZM

Fuksja Metropolii

Pantone
226 C

CMYK
C10 M100 Y22 K0

RGB
R216 G0 B111

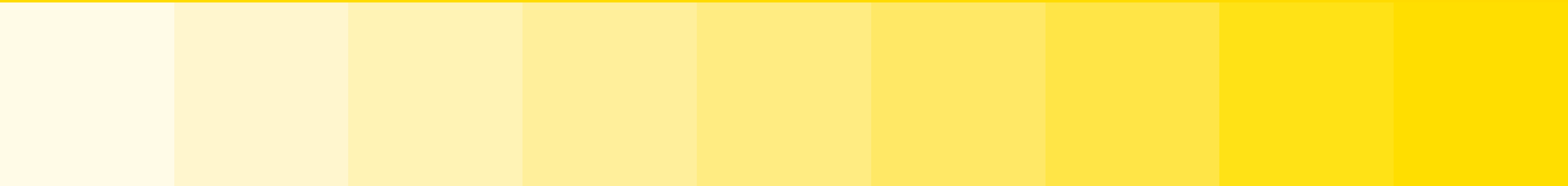


Słońce Metropolii

Pantone
Yellow C

CMYK
C0 M0 Y100 K0

RGB
R255 G224 B0

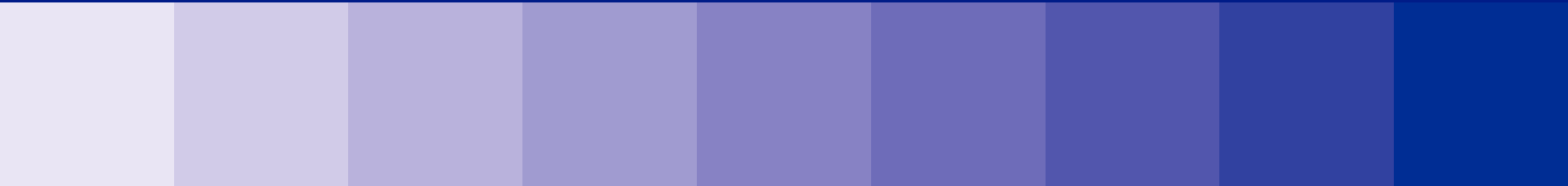


Metroblue

Pantone
Reflex Blue C

CMYK
C100 M100 Y30 K0

RGB
R47 G37 B107



1°5

Kolorystyka

Paleta Metropolii GZM

Wielkość dokumentu:

210mm x 297mm

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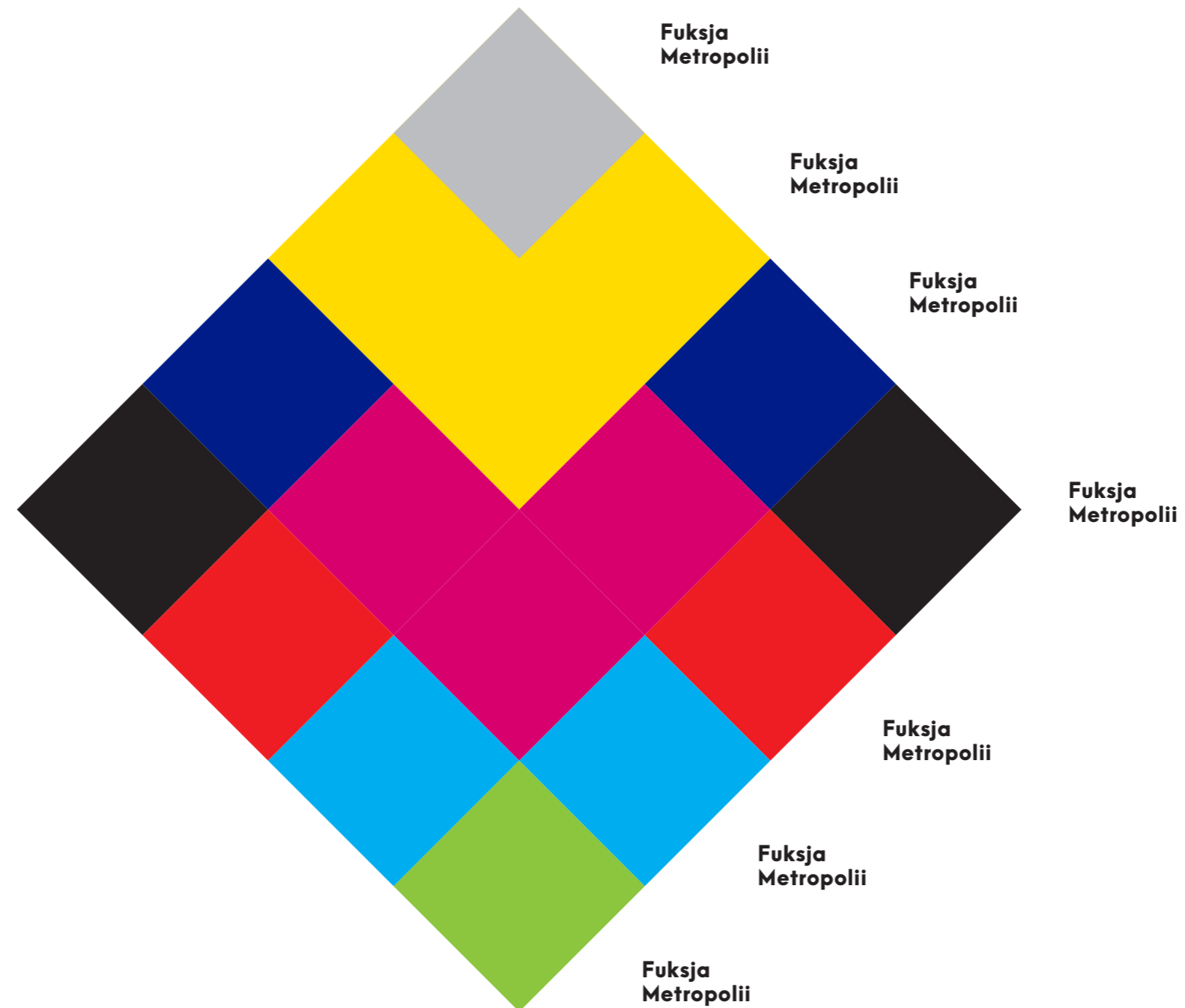
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Tracking 20



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1°5

Kolorystyka

Łączenia kolorystyczne
i zabarwienia lenticularne

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System
Identyfikacji
Wizualnej

Górnośląsko
-Zagłębiowska
Metropolia

2°1

Pola ochronne

Sygnet

Wielkość dokumentu:

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Kolory metropolitarne

Papier powlekany

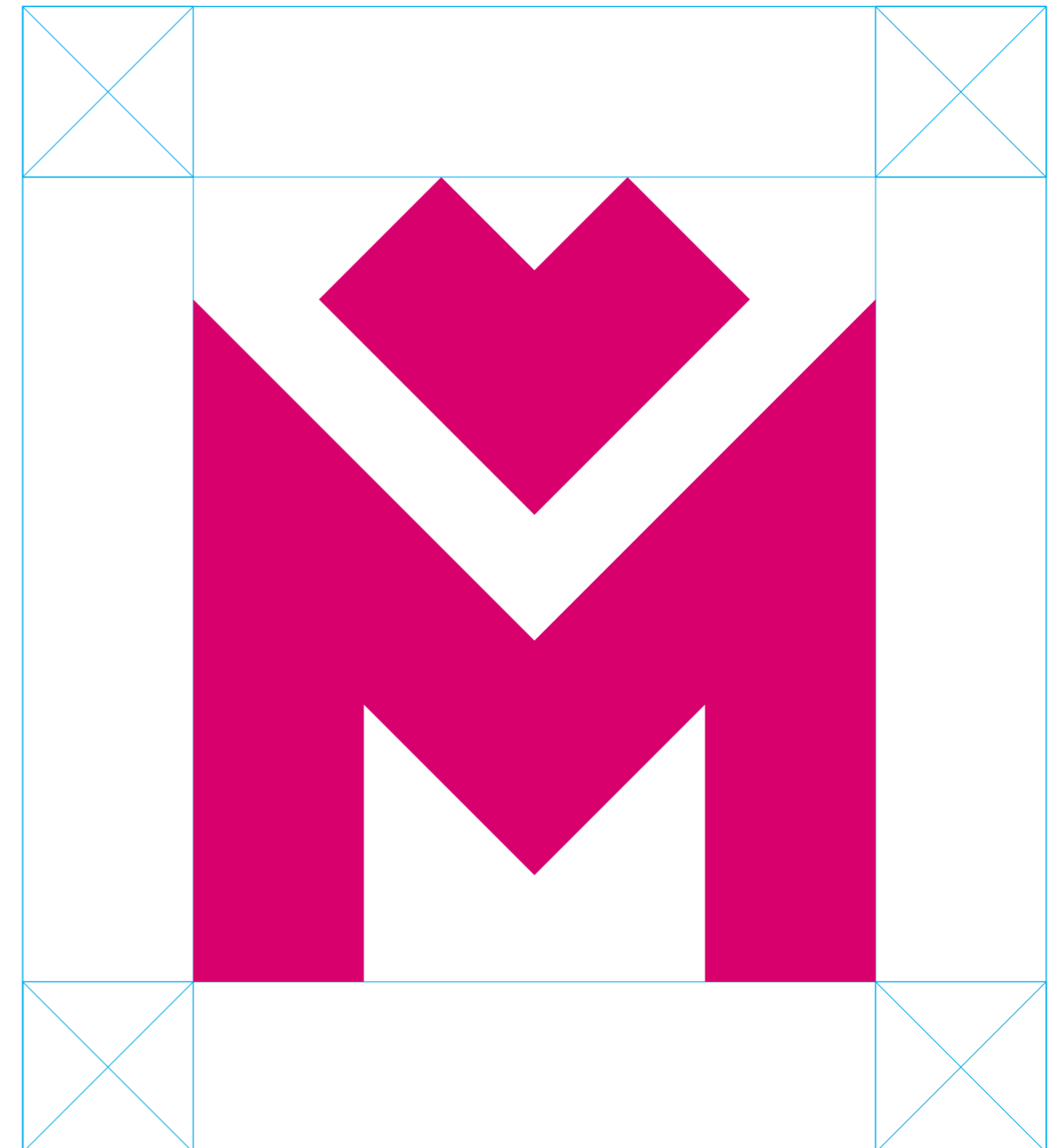
Fuksja Metropolii
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Słoneczny Ślqsk
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WEB #ffec00

Papier offsetowy

Fuksja Metropolii
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Słoneczny Ślqsk
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2°1

Pola ochronne

Logotyp

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Kolory metropolitarne

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Papier offsetowy

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2°1

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Kolory metropolitarne

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Kolory metropolitarne

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Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00



2°2

Warianty logo

Wszystkie dozwolone
warianty konstrukcyjne

Wielkość dokumentu:

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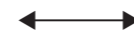
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Metropolia^{GZM}



Górnośląsko
-Zagłębiowska
Metropolia

Metropolia^{GZM}

2°3

Minimalne rozmiary logo



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
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Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

Fuksja Metropolii
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Słoneczny Śląsk
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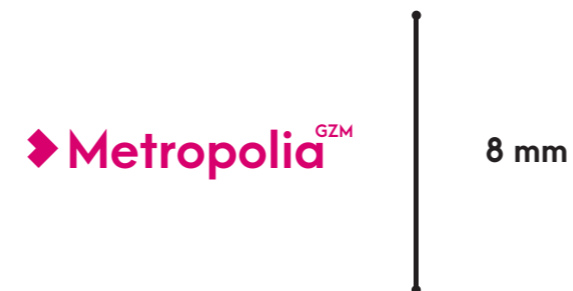
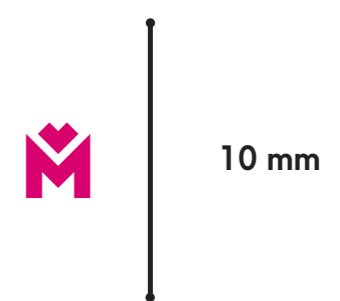
Tracking 20



Wszystkie dozwolone warianty konstrukcyjne



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2°4

Logo na tłach

Dozwolone wersje na bieli



Kolory metropolitarne

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Fuksja Metropolii
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Papier offsetowy

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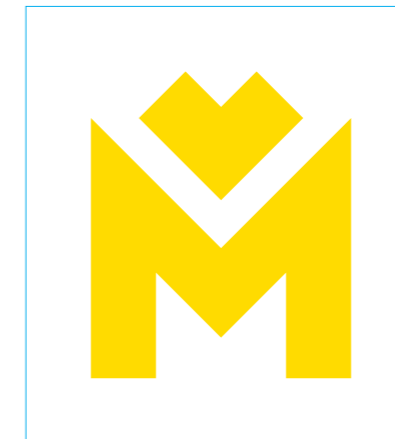
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2°4

Logo na tłach

Dozwolone wersje
w kontrze kolorystycznej



2°5

Logo z hasłem

Język polski
English version

Wielkość dokumentu:

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Kolory metropolitarne

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2°6

Nieprawidłowe formy loga

Wielkość dokumentu:

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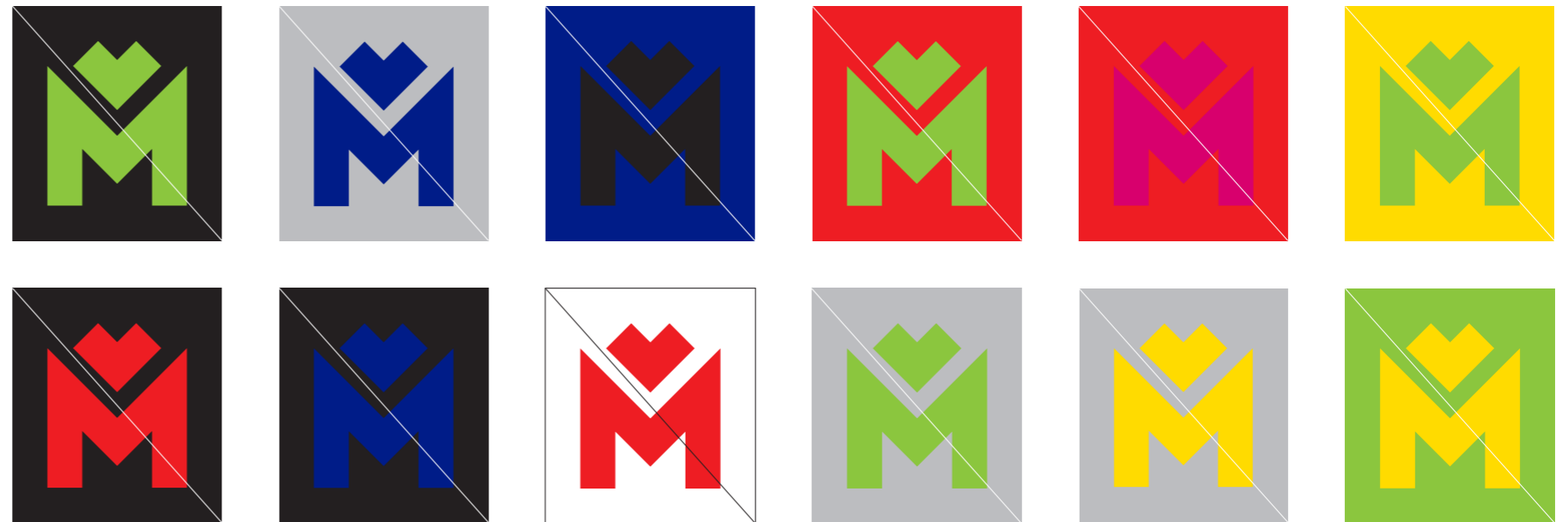
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2°7

Papier firmowy

Siatka
Wzorzec



Kolory metropolitarne

Papier powlekany

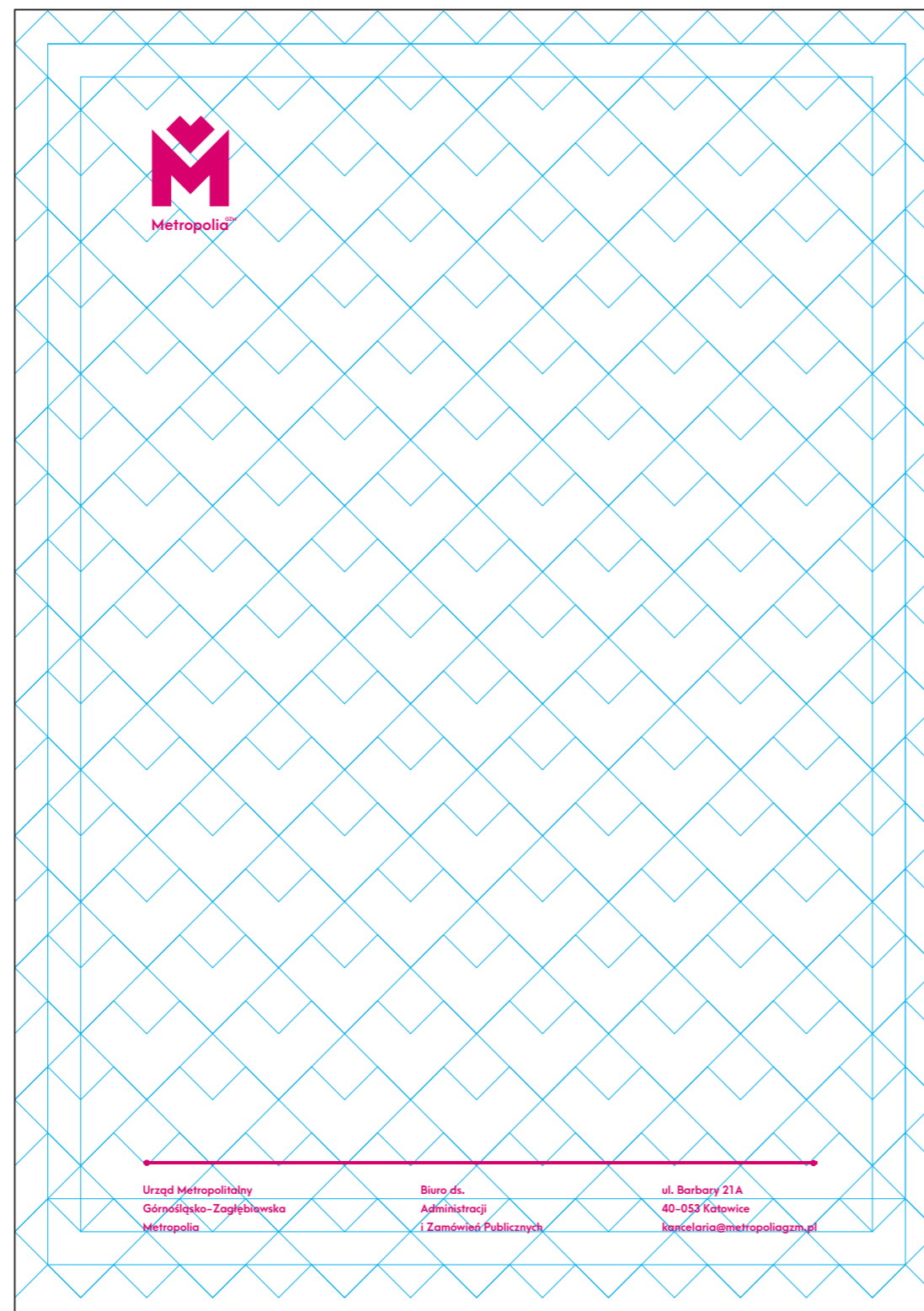
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Słoneczny Ślqsk
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Papier offsetowy

Fuksja Metropolii
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WEB #ffec00

Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00



2°8

Pieczeń firmowa

Wersja ...

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
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WEB #ffec00

Słoneczny Śląsk
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WEB #ffec00

Papier offsetowy

Fuksja Metropolii
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WEB #ffec00

Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00

płytki tekstowa: 60 x 23 mm
skład/nadruk/odbicie: 55 x 19 mm
max liczba wersów: 6 średnich



2°9

Koperty

Skala 1/2

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

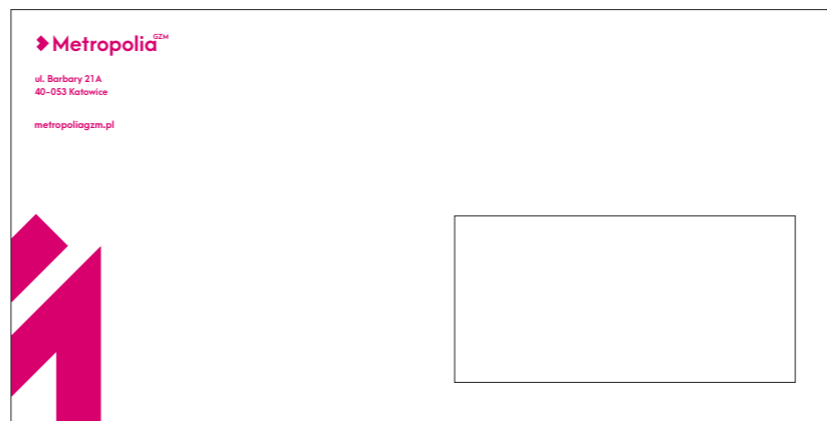
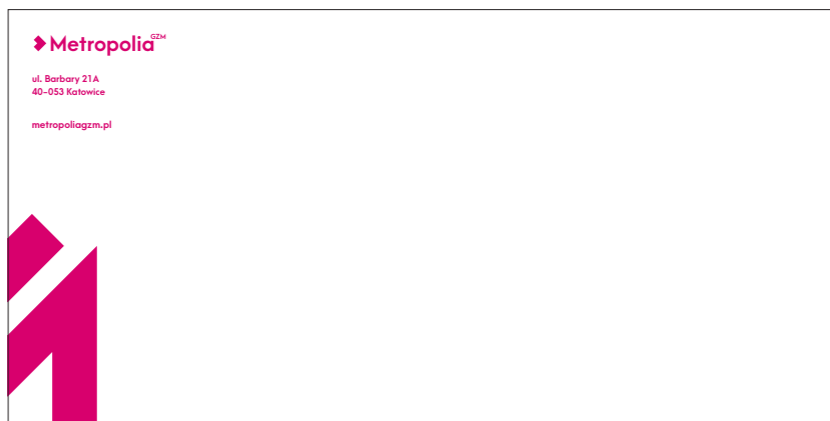
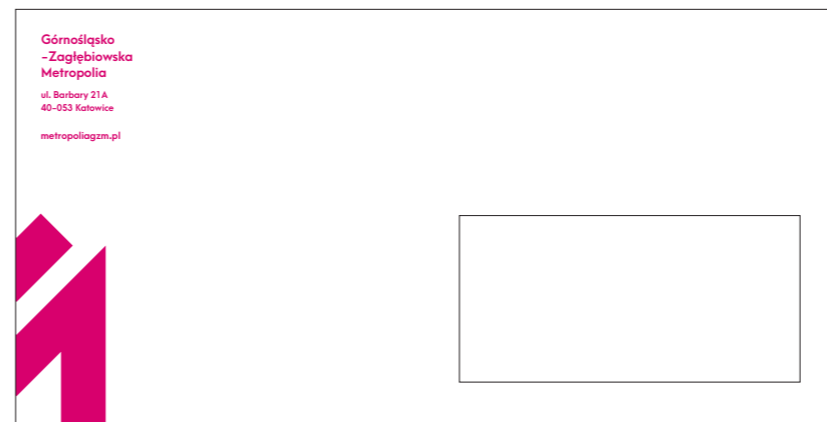
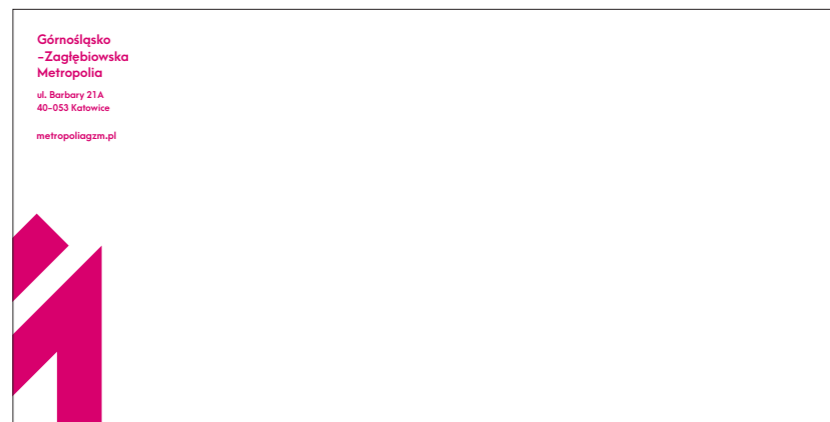
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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FORMAT DL: 220/110 mm

2°9

Koperty

Skala 4/10

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

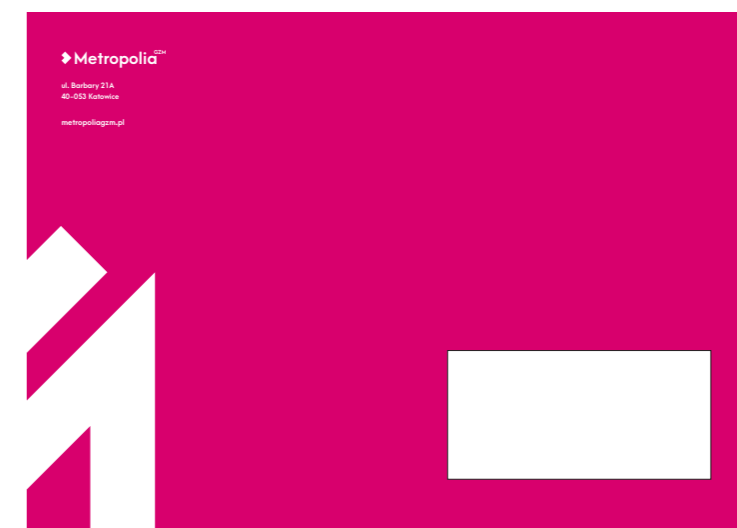
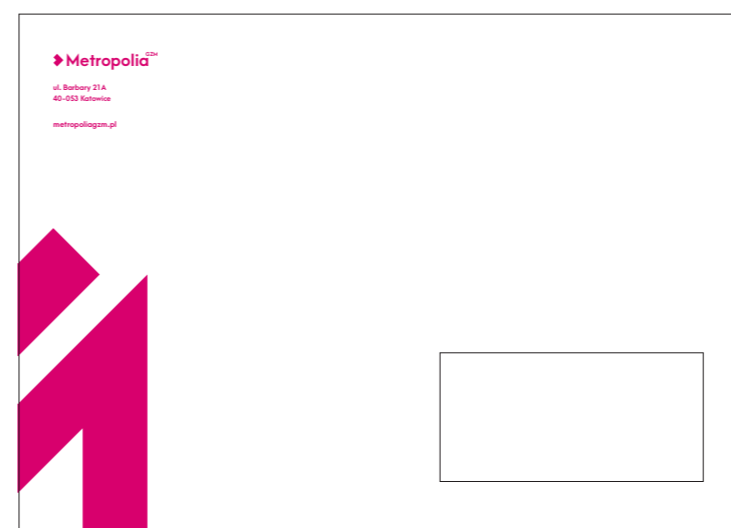
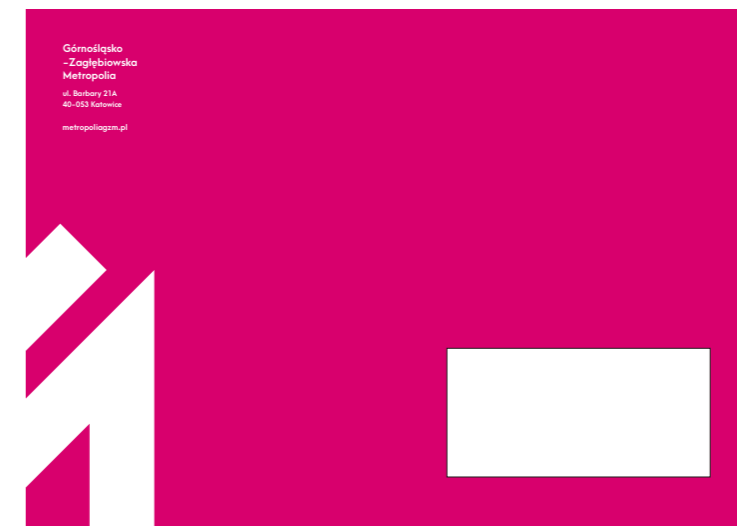
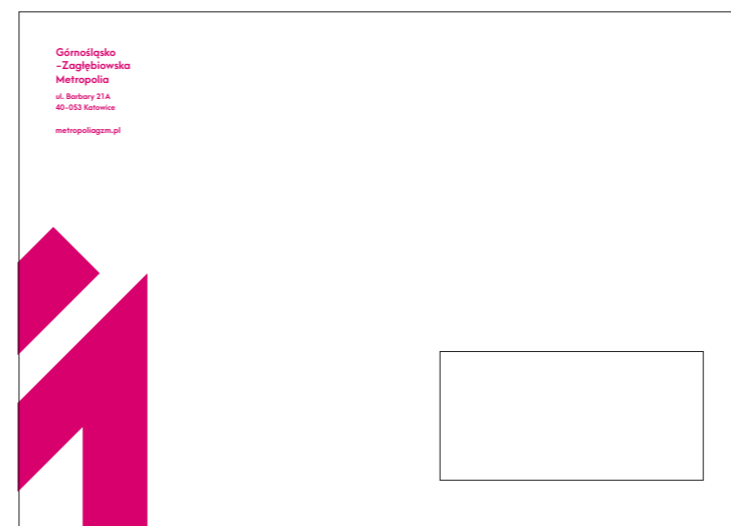
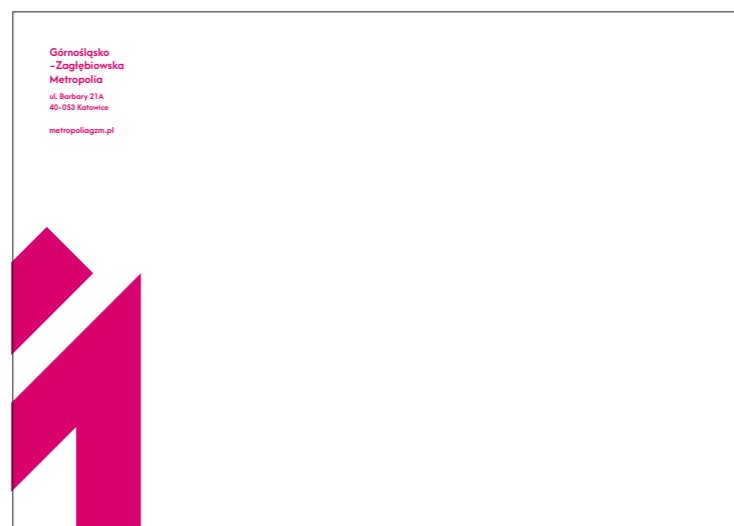
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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FORMAT C4: 229 x 324 mm

2°9

Koperty

Skala 1/2

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

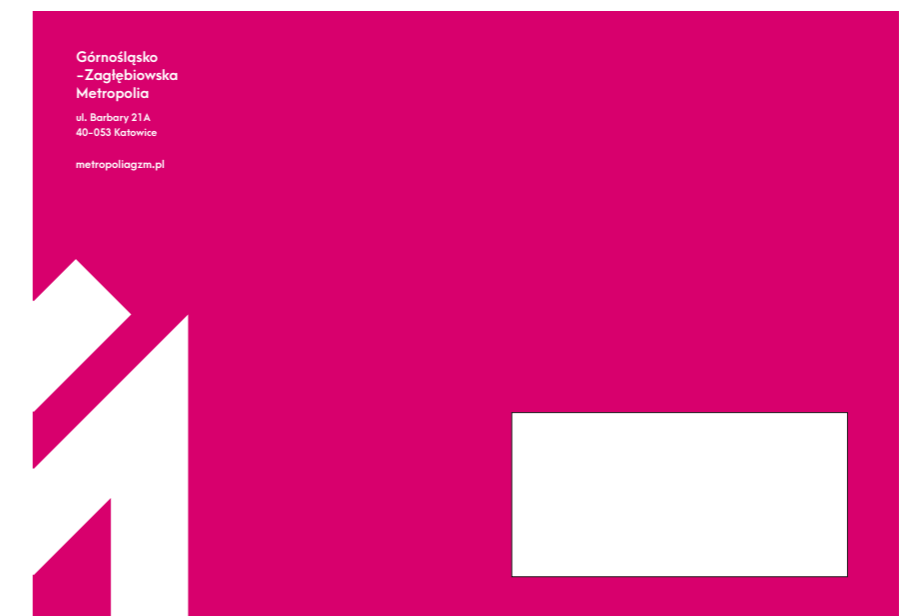
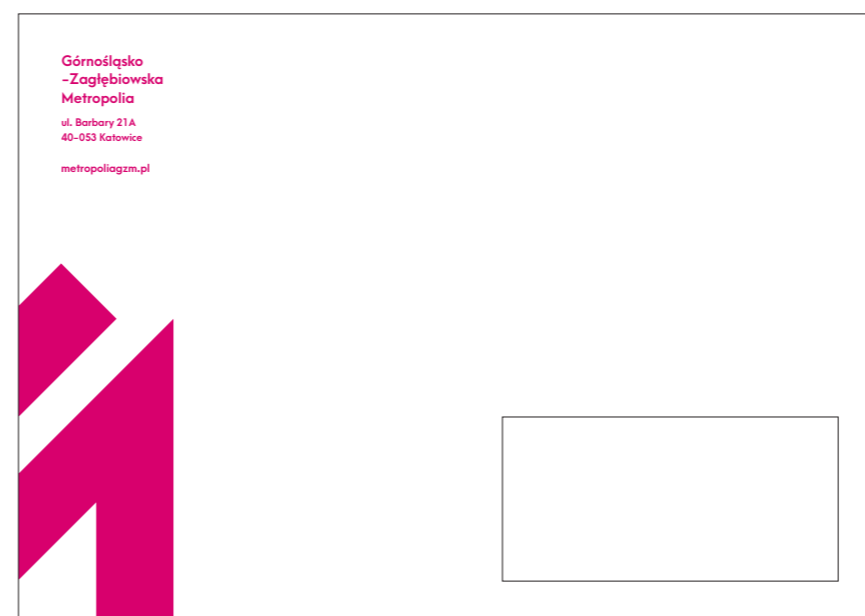
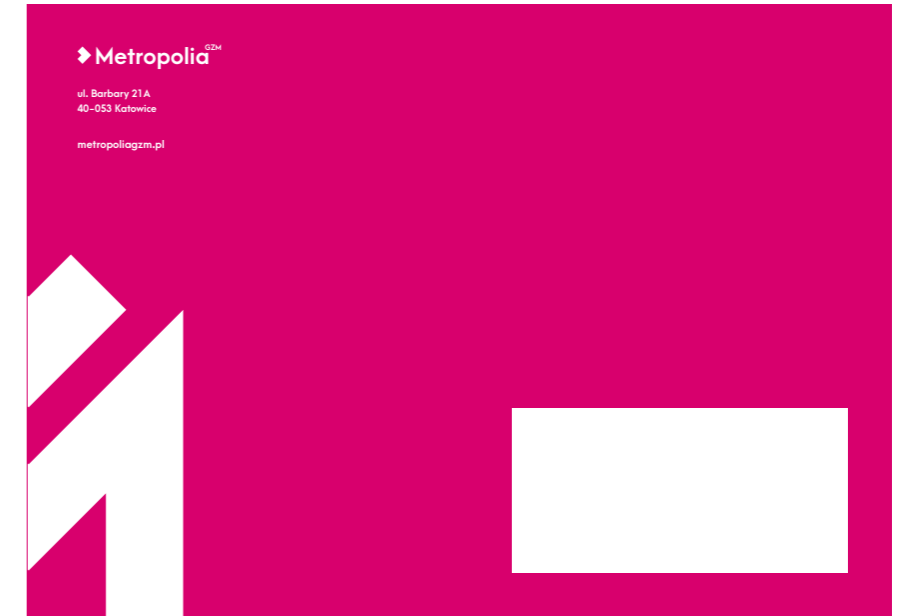
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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FORMAT C5: 162 x 223 mm

2°9

Koperty

Skala 1/2

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

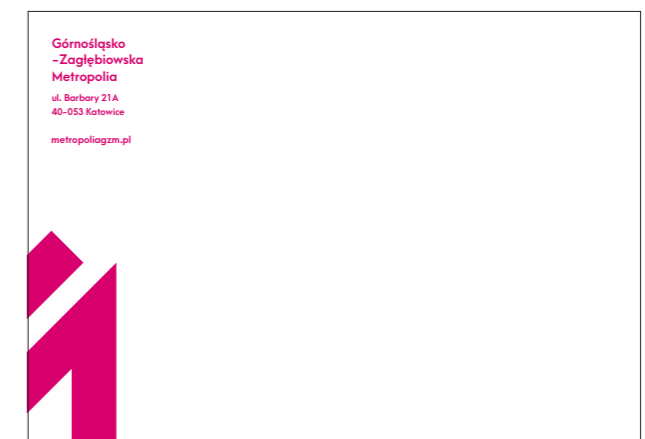
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because



FORMAT C6: 114 x 162 mm

2°9

Koperty

Skala 1/2

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

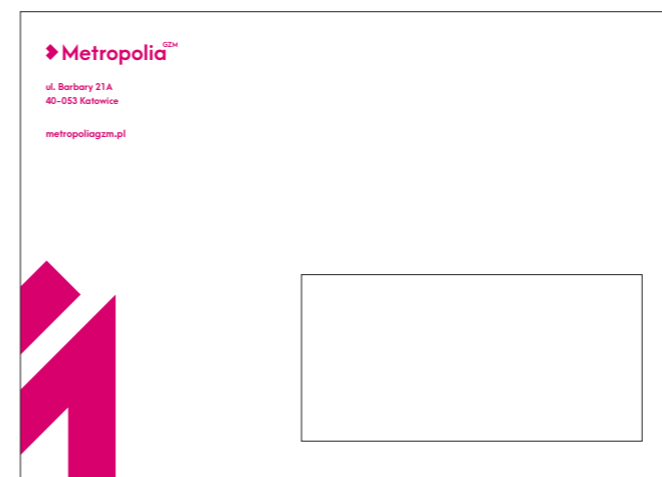
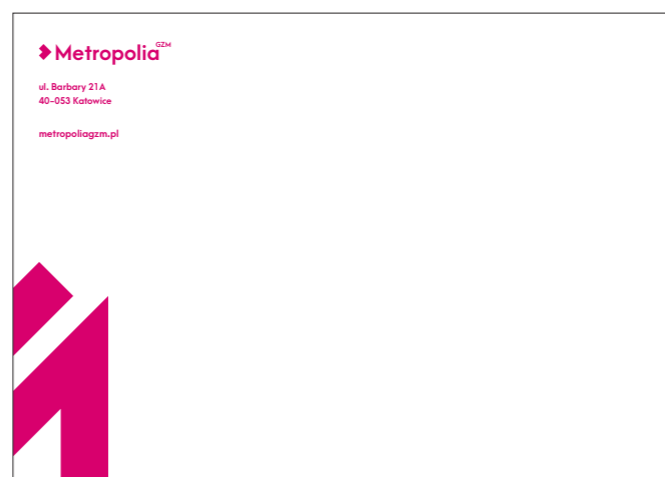
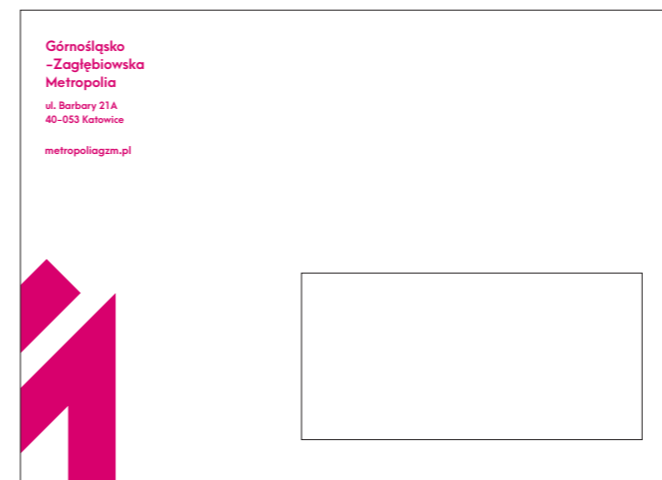
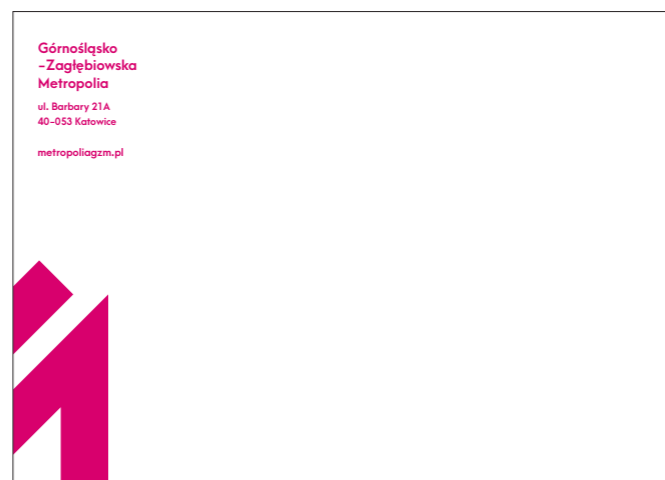
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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FORMAT C6: 125 x 176 mm

2°10

Stopka poczty elektronicznej

Wersja ...



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
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Papier offsetowy

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Wielkość dokumentu:

210mm x 297mm

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Tracking 20



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Górnśląsko
-Zagłębiowska
Metropolia

Agata Koszek-Pyka
Główny specjalista

Departament Promocji
i Komunikacji Społecznej
ul. Barbary 21 A
40-053 Katowice
tel. 721 910 703

2°11

Wizytówki

Wersja podstawowa
Język polski
English version

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
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Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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Kolory metropolitarne

Papier powlekany

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Papier offsetowy

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2°11

Wizytówki

Wersja rozszerzona
Język polski
English version



Kolory metropolitarne

Papier powlekany

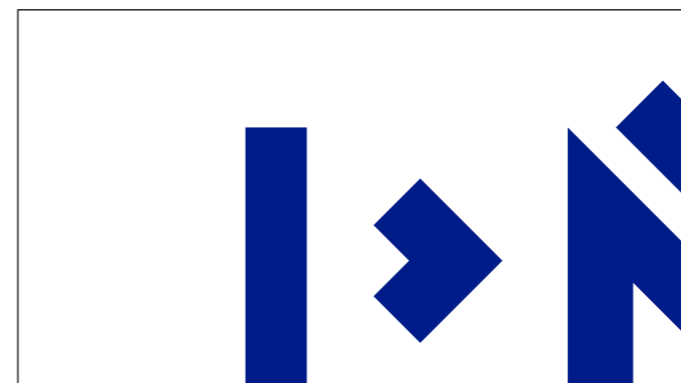
Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

Fuksja Metropolii
CMYK C73 M67 Y08 K24
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Słoneczny Śląsk
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2°11

Wizytówki

Wersja uszlachetniona
Wersja językowa - dwustronna



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
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WEB #ffec00

Papier offsetowy

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WEB #ffec00



2°12

Teczka promocyjna

Wersja



Kolory metropolitarne

Papier powlekany

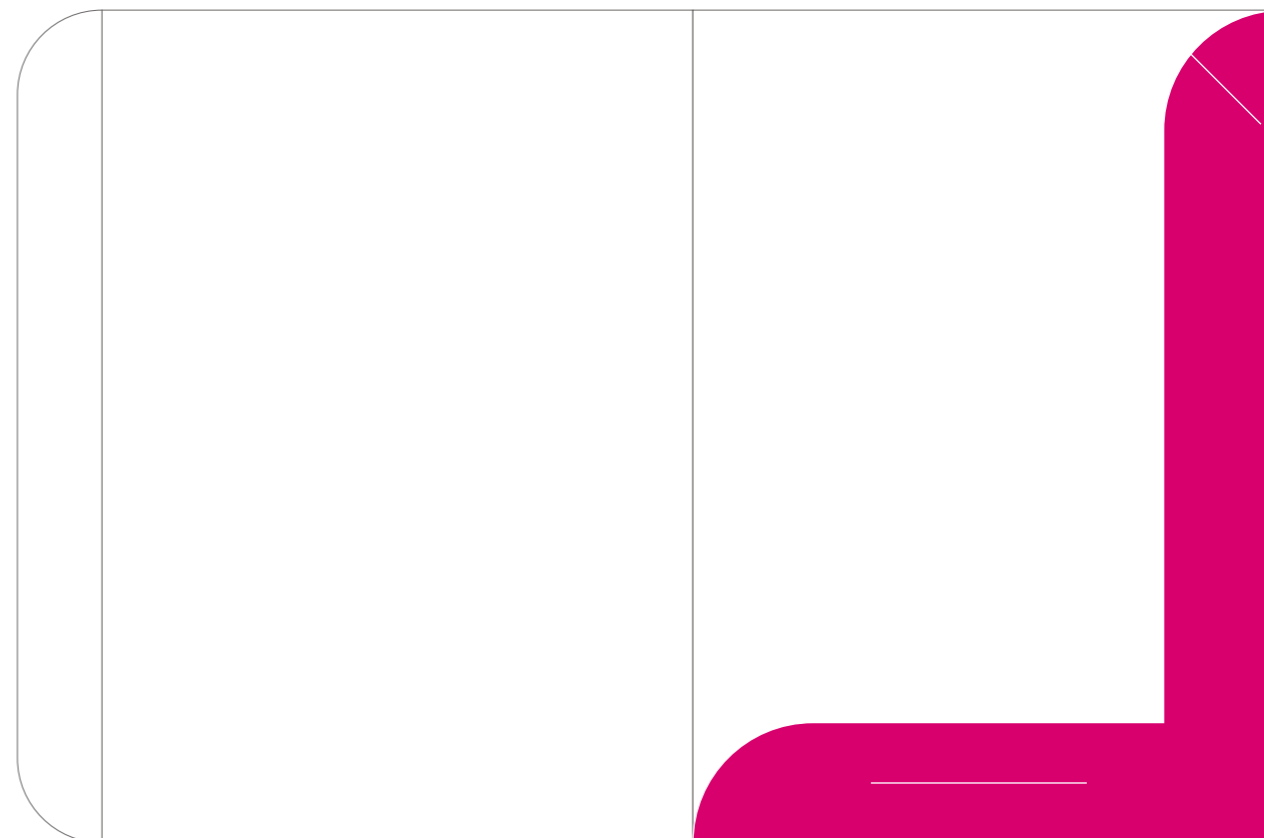
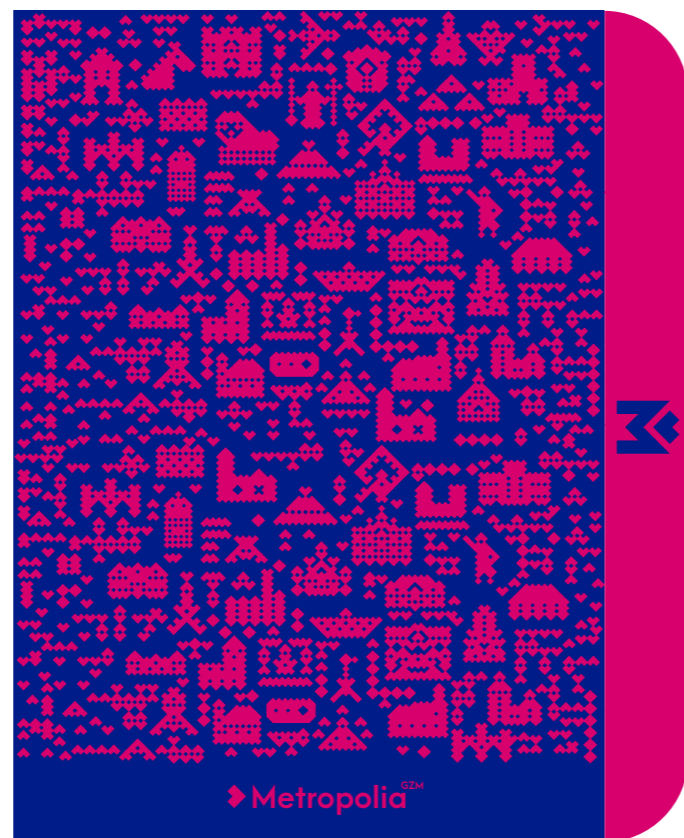
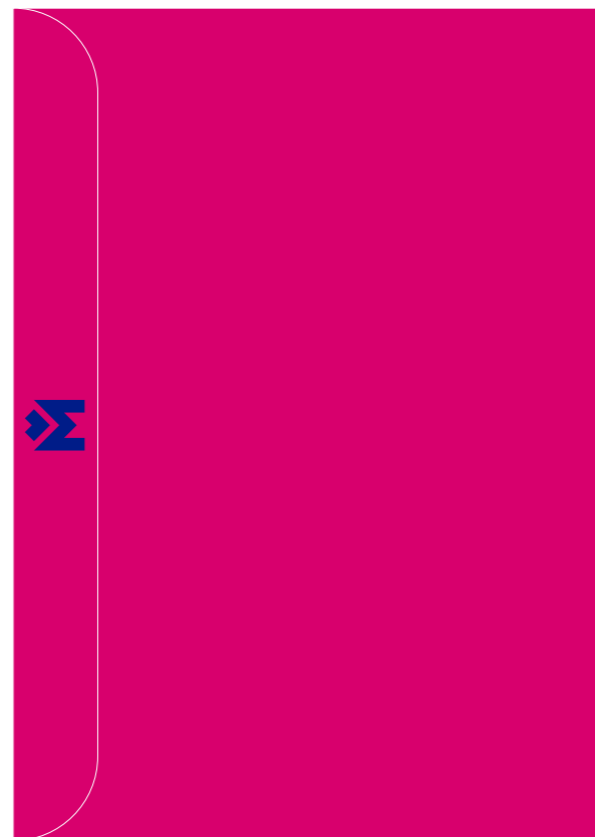
Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Ślqsk
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WEB #ffec00

Papier offsetowy

Fuksja Metropolii
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Słoneczny Ślqsk
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TECZKA A4 Z KARTONU, ZAPIĘCIE
MAGNETYCZNE UKRYTE W SYGNECIE

2°13

Social media

Facebook



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
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Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
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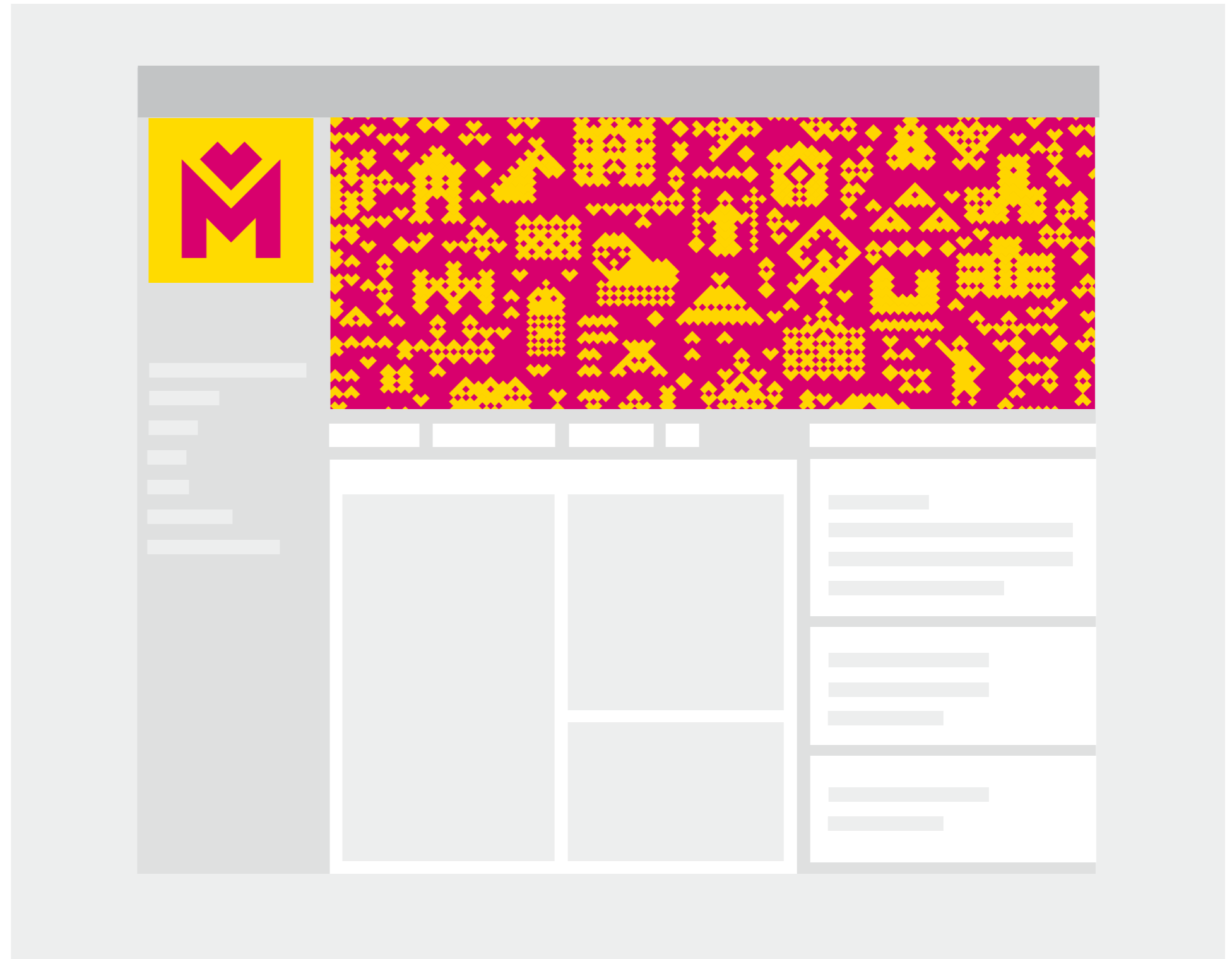
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because



2°13

Social media

Facebook

Wielkość dokumentu:

210mm x 297mm

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Tracking 20



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Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
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WEB #ffec00

Papier offsetowy

Fuksja Metropolii
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WEB #ffec00



2°13

Social media

Instagram

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
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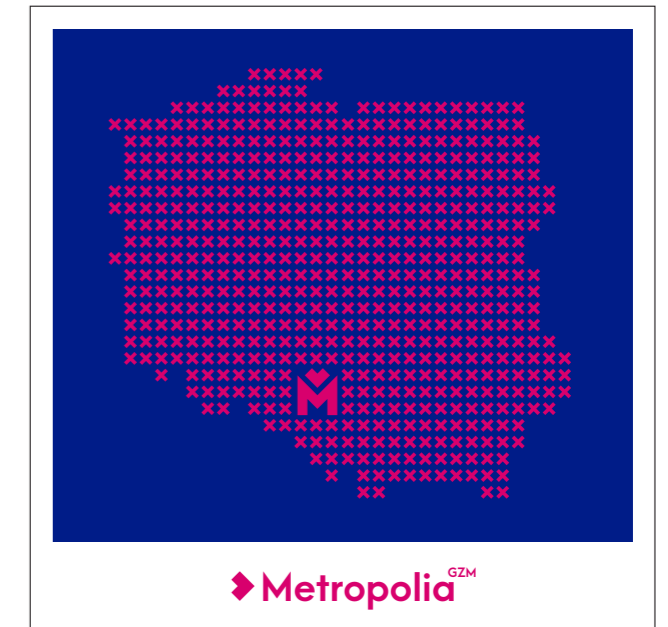
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°14

Pisma okolicznościowe

Certyfikat
List gratulacyjny
skala 7/10



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
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Słoneczny Ślqsk
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WEB #ffec00

Papier offsetowy

Fuksja Metropolii
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Słoneczny Ślqsk
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Tracking 20



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2°15

Bilet metropolitarny

Wzór 1/1



Kolory metropolitarnie

Papier powlekany

Fuksja Metropolii
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WEB #ffec00

Papier offsetowy

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Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00

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210mm x 297mm

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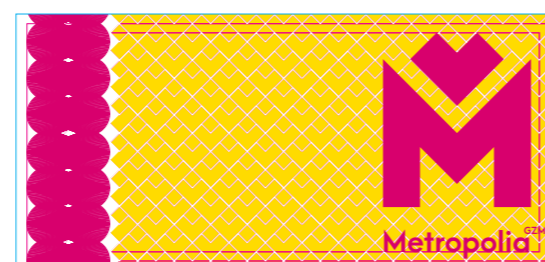
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°16

Piktogramy

Konstrukcja:
siayka i moduły

Wielkość dokumentu:

210mm x 297mm

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Font: Arca Majora Black&Heavy

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Kolory metropolitarne

Papier powlekany

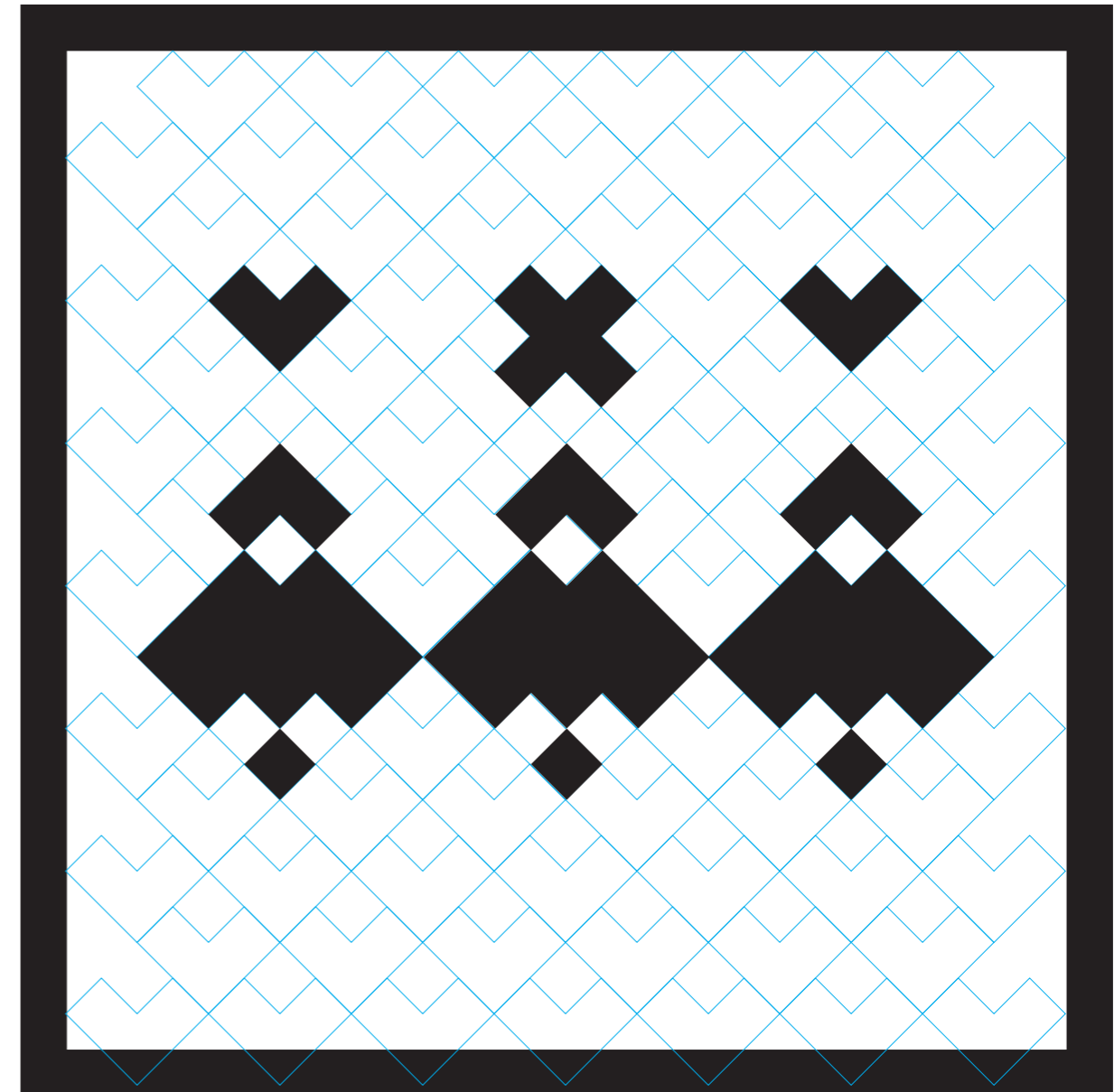
Fuksja Metropolii
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WEB #ffec00

Słoneczny Ślqsk
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Papier offsetowy

Fuksja Metropolii
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Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
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2°16

Piktogramy

Znaki funkcjonalne

Wielkość dokumentu:

210mm x 297mm

- nie używać przecinków ","
- równanie do lewej krawędzi

Font: Arca Majora Black&Heavy

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Kolory metropolitarne

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Papier offsetowy

Fuksja Metropolii
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WEB #ffec00

Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00



2°17

System Identyfikacji Metropolialnej - SIM

◆
Każda z 3 części ma swój kolor przekładki: fuksja / słoneczny / granat. But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human



2°17

System Identyfikacji Metropolitalnej

QR



Kolory metropolitarne

Papier powlekany

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Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

Fuksja Metropolii
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Słoneczny Ślqsk
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System interaktywny:
Znaczniki miejscowe:
Metropolia QR >
> Aplikacja

2°17

System Identyfikacji Metropolitalnej

Funkcje i działanie

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
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Logowanie



Skanowanie znaku w przestrzeni Metropolii lub wybór tematyczny



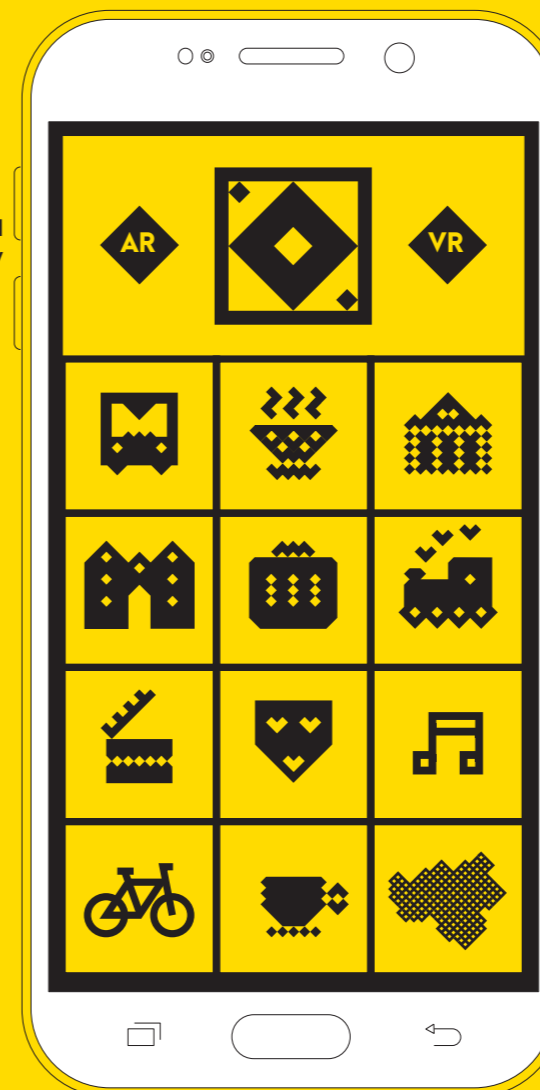
Identyfikacja obiektu wskazówki POI



Przykład:
Śląski Teatr Lalki i Aktora ma swój znacznik dodany do ogólnej ikony "teatr"



Augmented Reality



Virtual Reality



2°17

System Identyfikacji Metropolitalnej

Miasta / Gminy

Siatka i moduły

Wielkość dokumentu:

210mm x 297mm

1 nie używać przecinków ","

2 równanie do lewej krawędzi

Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

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2°17

System Identyfikacji Metropolitalnej

Miasta / Gminy

Zesawienie

Wielkość dokumentu:

210mm x 297mm

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2 równanie do lewej krawędzi

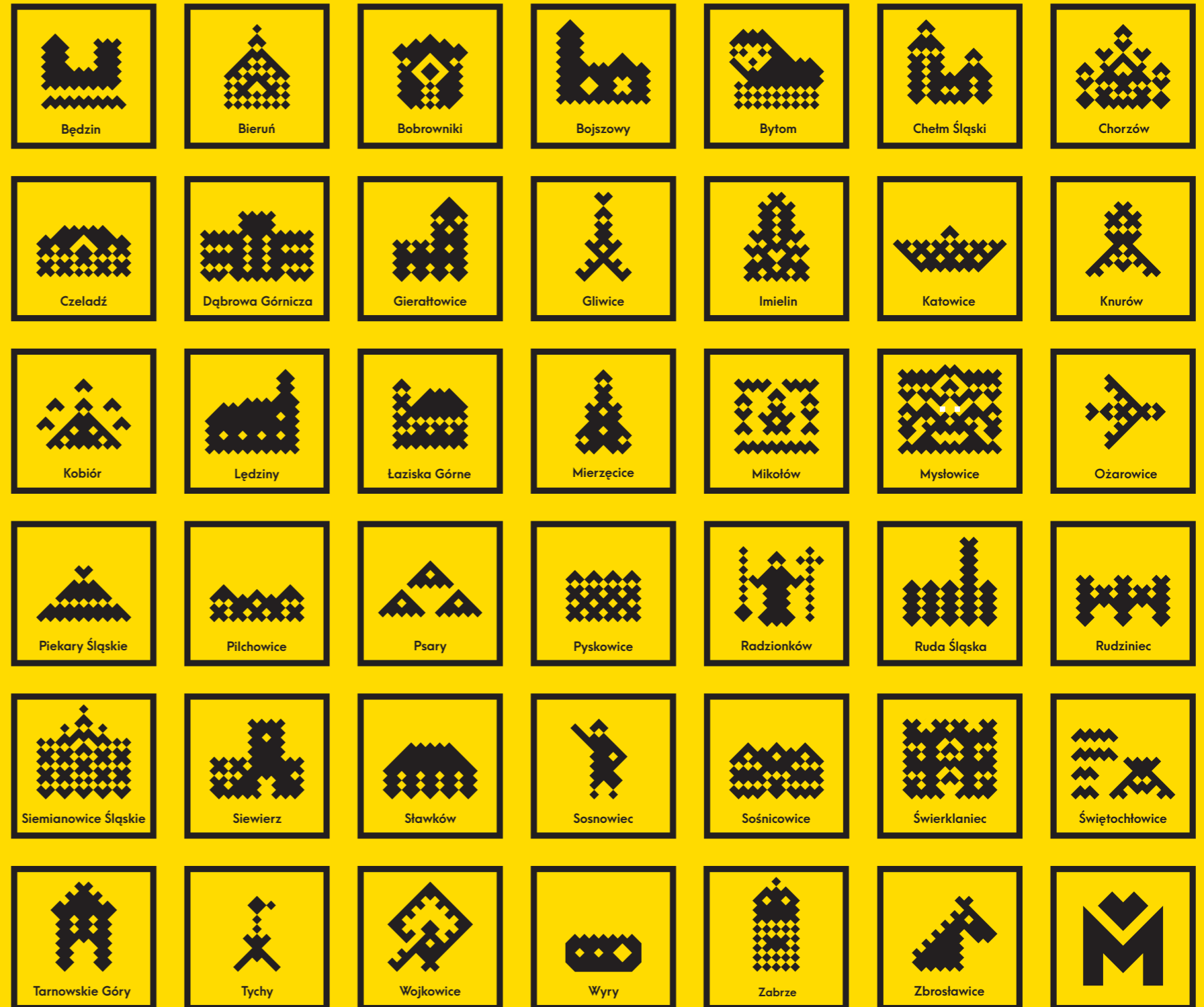
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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System Identyfikacji Metropolitalnej

Miasta / Gminy

Zesawienie

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Bojszowy



Bytom



Chełm Śląski

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Chorzów



Czeladź



Dąbrowa Górnicza

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Piekary Śląskie



Pilchowice



Psary

2°17

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Sławków



Sosnowiec



Sośnicowice

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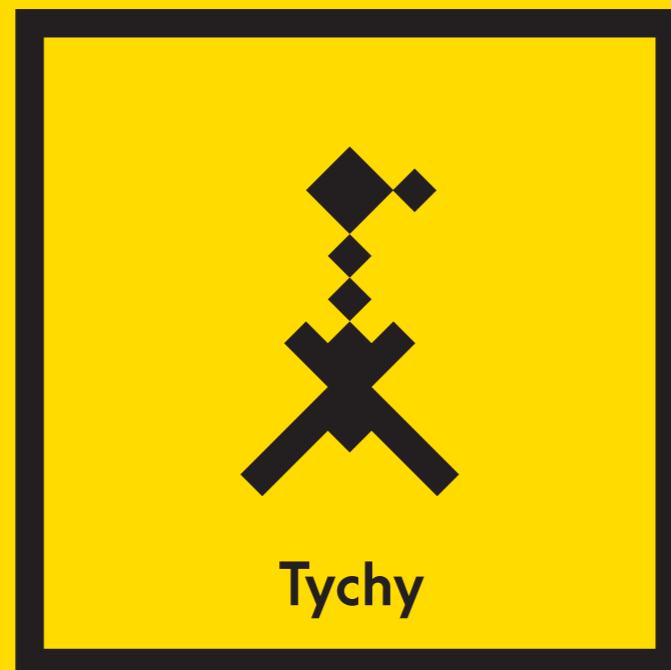
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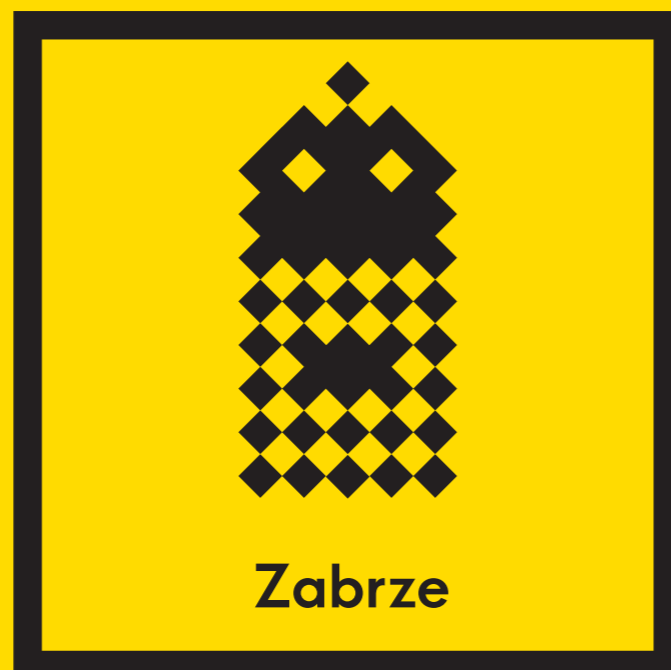
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System Identyfikacji Metropolitalnej

Mapa wizualna



Metropolia^{GM}

2°18

Animacja logo

Intro / outro

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Kolory metropolitarne

Papier powlekany

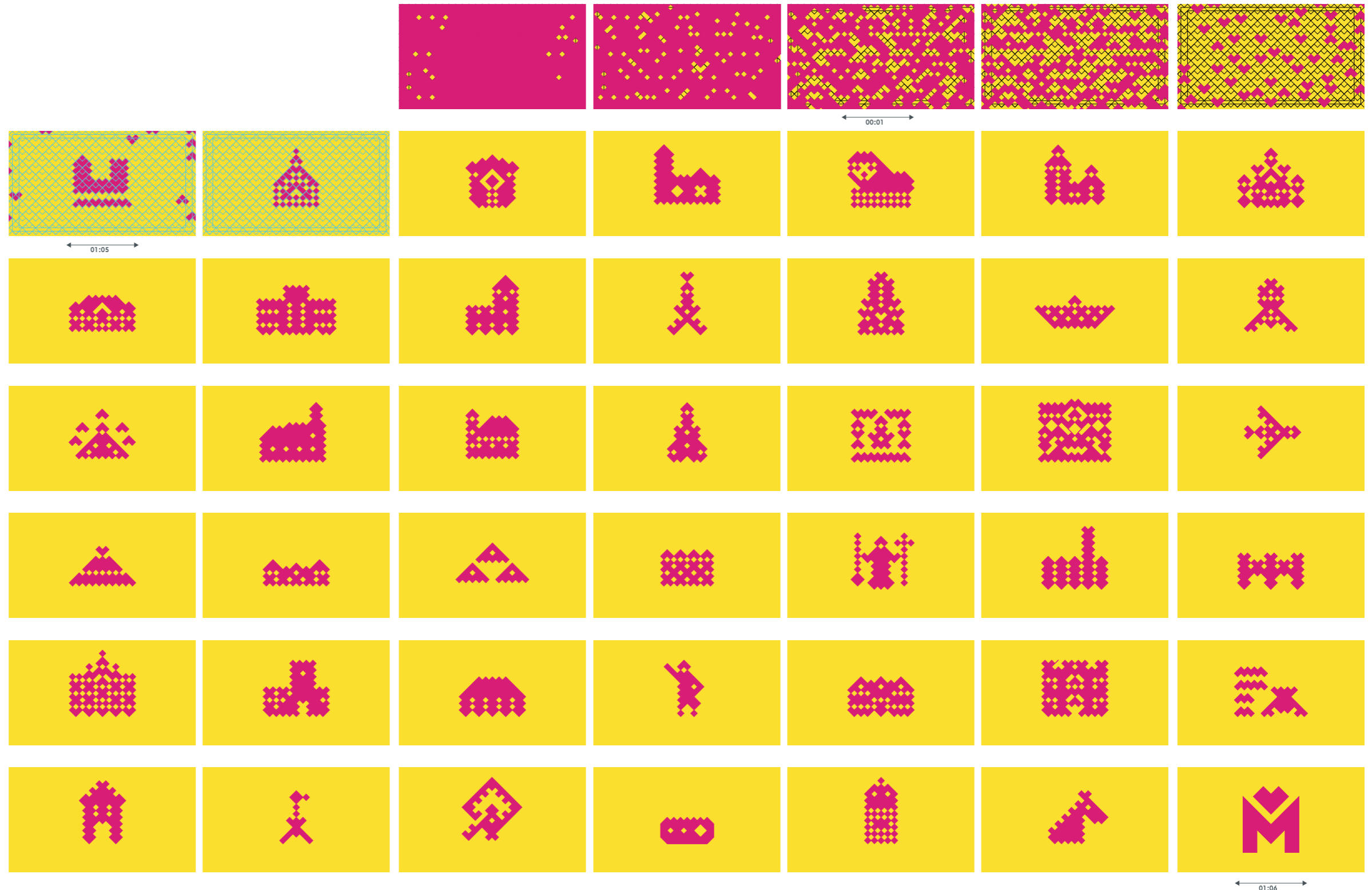
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WEB #ffec00

Słoneczny Ślqsk
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Papier offsetowy

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Słoneczny Ślqsk
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2°19

Ekran pulpitu

Wersja z hasłem
tematycznym



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2°19

Ekran pulpitu

Wersja z mapą SIM

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Kolory metropolitarne

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2°20

Tabliczki na drzwi

Siatka konstrukcyjna

Wielkość dokumentu:

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Tabliczki na drzwi

Wersja w kontrze

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Kolory metropolitarne

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2°21

Oznaczenia parkingowe tablice



Kolory metropolitarne

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Oznaczenia Parkingów.

Wymiar : 165 x 110 cm

tablica 100 x 100 cm

Tablica zbudowana jest na bazie systemowego profilu aluminiowego anodowanego na kolor srebrny oraz

tworzywa sztucznego - PCV 5 mm + tylnia konstrukcja z aluminium.

Garafka wyklejana z folii 3M .

tablica posiada dodatkowo 2 profile stalowe 25 x 25 mm o długości : 2 x 100 cm

50 cm zakopują się w ziemi - 50 cm wchodzi wewnątrz profilu.

UWAGA - Tablica jest demontowalna za pomocą bocznych śrub.

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2°22

Karty identyfikacyjne

siatki konstrukcyjne
wersje kolorystyczne



Kolory metropolitarne

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2°23

Gadżety standardowe

torba



Kolory metropolitarne

Papier powlekany

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2°23

Gadżety standardowe

kubki



Kolory metropolitarne

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Gadżety standardowe

koszulki Metropolii GZM

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Kolory metropolitarne

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Gadżety standardowe

koszulki gmin
Metropolii GZM



Kolory metropolitarne

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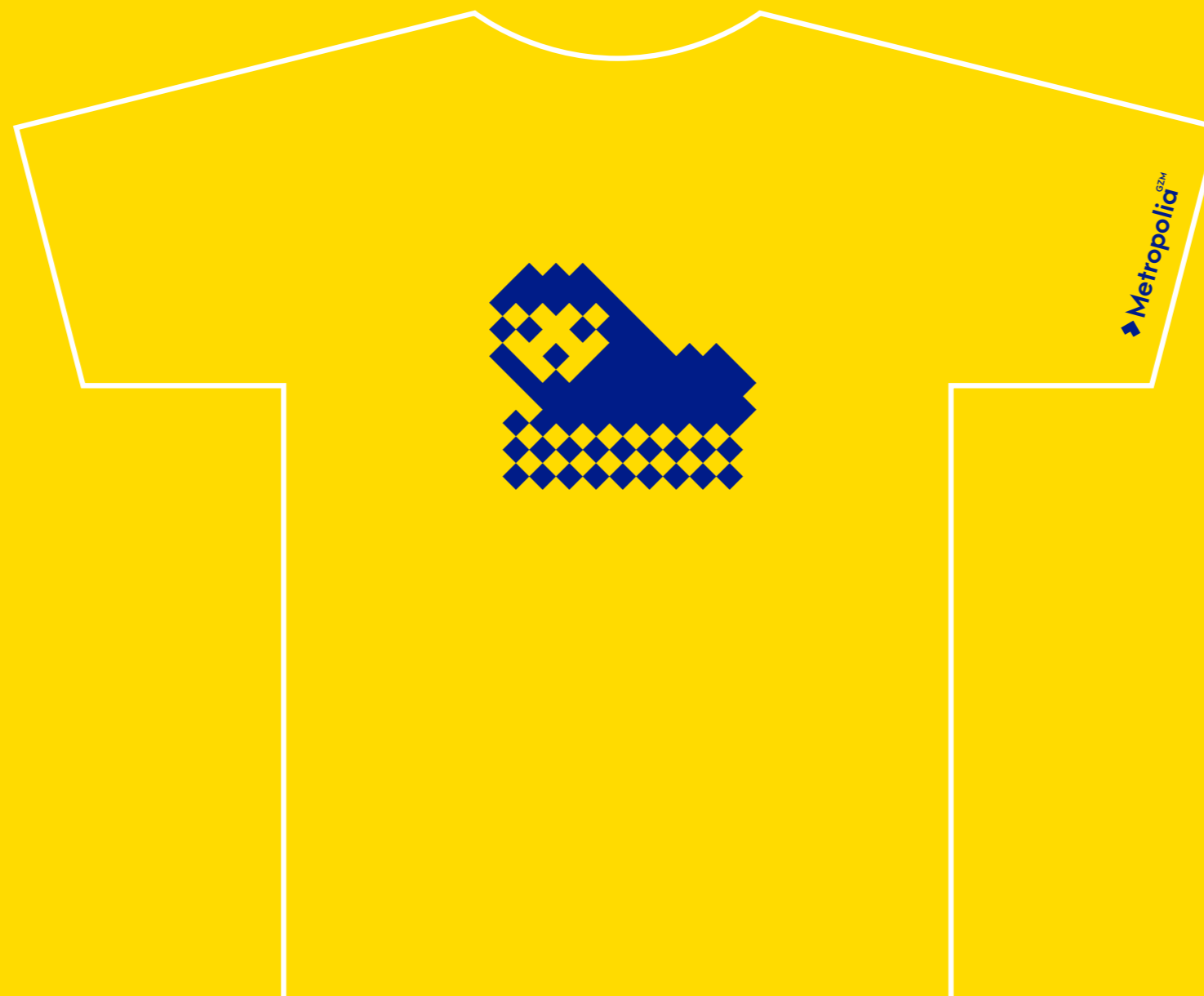
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Gadżety standardowe

koszulki gmin
Metropolii GZM



Kolory metropolitarne

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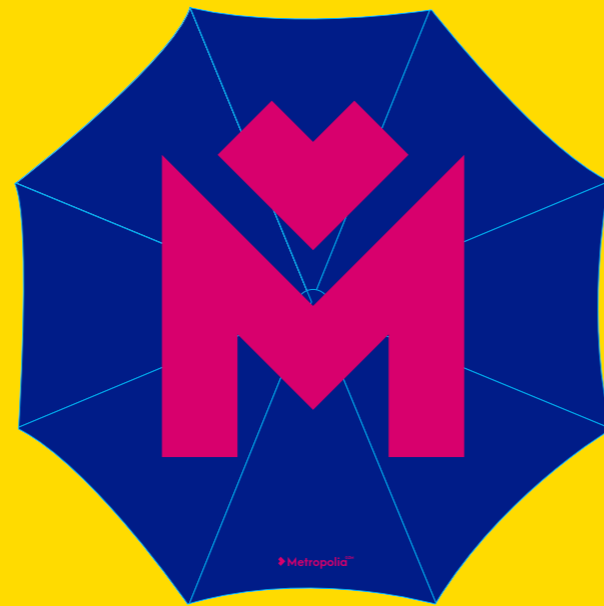
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Metropolia^{GZM}

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Gadżety standardowe

Pendrive klucz



Kolory metropolitarne

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znak grawerowany
pow. max 35x9 mm

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Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°24

Oznaczenia miast i gmin

Siatki konstrukcyjne



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Wielkość dokumentu:

90mm x 130mm

- nie używać przecinków ","
- równanie do lewej krawędzi

Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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▶ Katowice	▶ Czeladź	▶ Imielin
▶ Gliwice	▶ Będzin	▶ Wyry
▶ Bytom	▶ Siewierz	▶ Kobiór
▶ Zabrze	▶ Psary	▶ Tychy
▶ Ruda Śląska	▶ Bobrowniki	▶ Mysłowice
▶ Rudziniec	▶ Mierzęcice	▶ Zbrostawice
▶ Pyskowice	▶ Świerklaniec	▶ Wojkowice
▶ Ożarówce	▶ Tarnowskie Góry	▶ Bojszowy
▶ Sośnicowice	▶ Chorzów	▶ Chełm Śląski
▶ Pilchowice	▶ Sosnowiec	▶ Czeladź
▶ Gieraltowice	▶ Dąbrowa Górnicza	▶ Knurów
▶ Mikołów	▶ Sławków	▶ Łaziska Górne
▶ Świętochłowice	▶ Bieruń	▶ Piekary Śląskie
▶ Siemianowice Śląskie	▶ Łędziny	▶ Radzionków

2°25

Diagramy / wykresy

Style prezentacyjne



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Śląsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Wielkość dokumentu:

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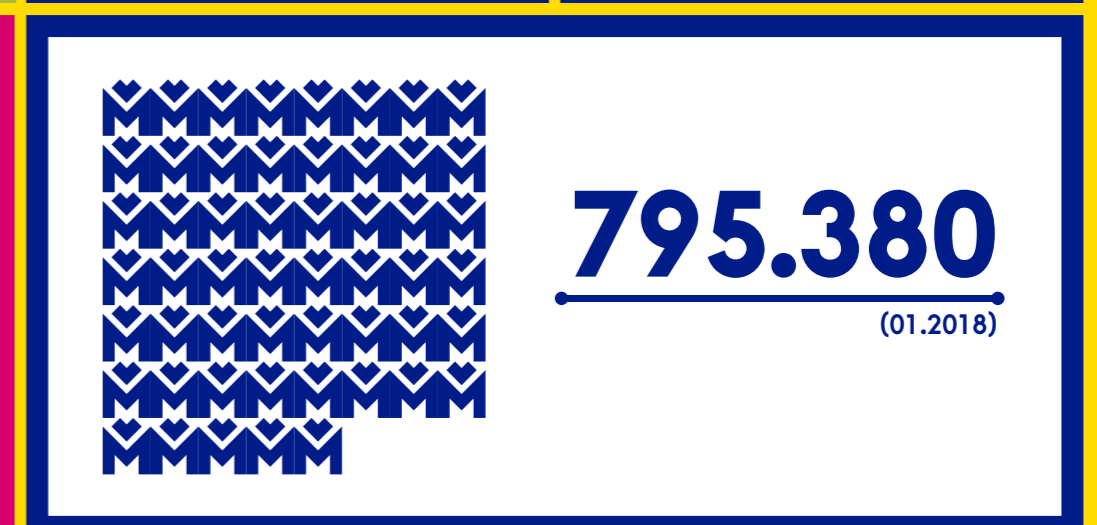
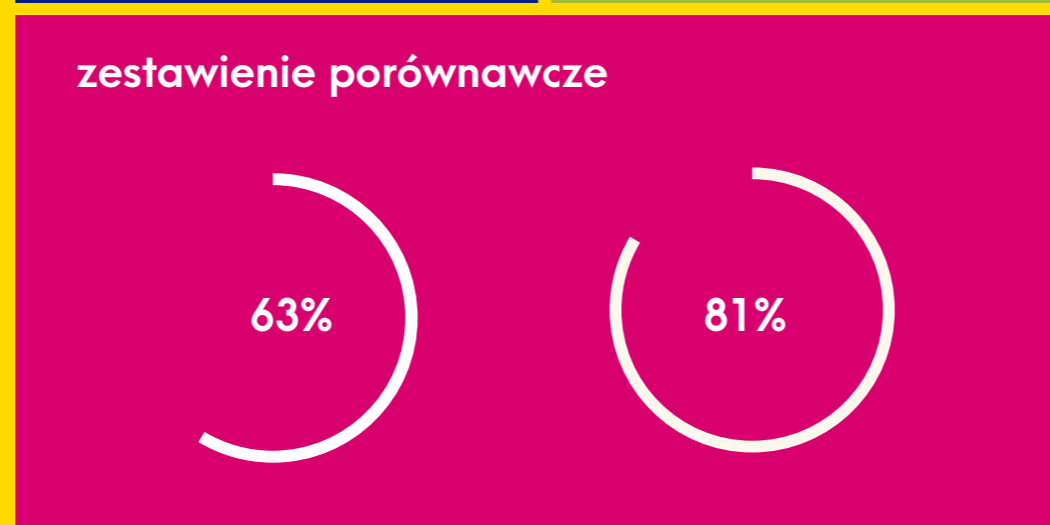
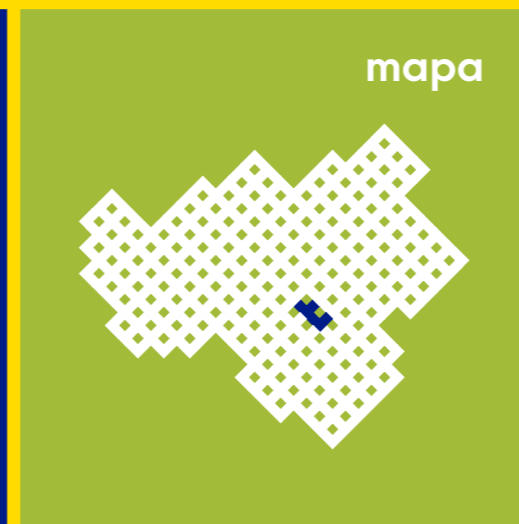
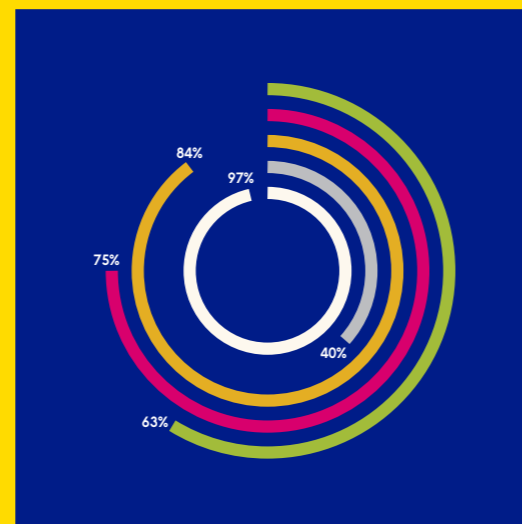
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°26

Neon

Neon z nazwą

Wielkość dokumentu:

90mm x 130mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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Kolory metropolitarne

Papier powlekany

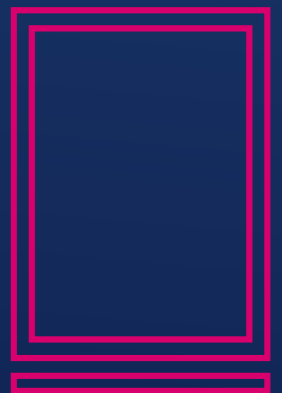
Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00



2°27

Neon

Neon z sygnetem



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Papier offsetowy

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Słoneczny Ślqsk
CMYK C73 M67 Y08 K24
WEB #ffec00

Wielkość dokumentu:

90mm x 130mm

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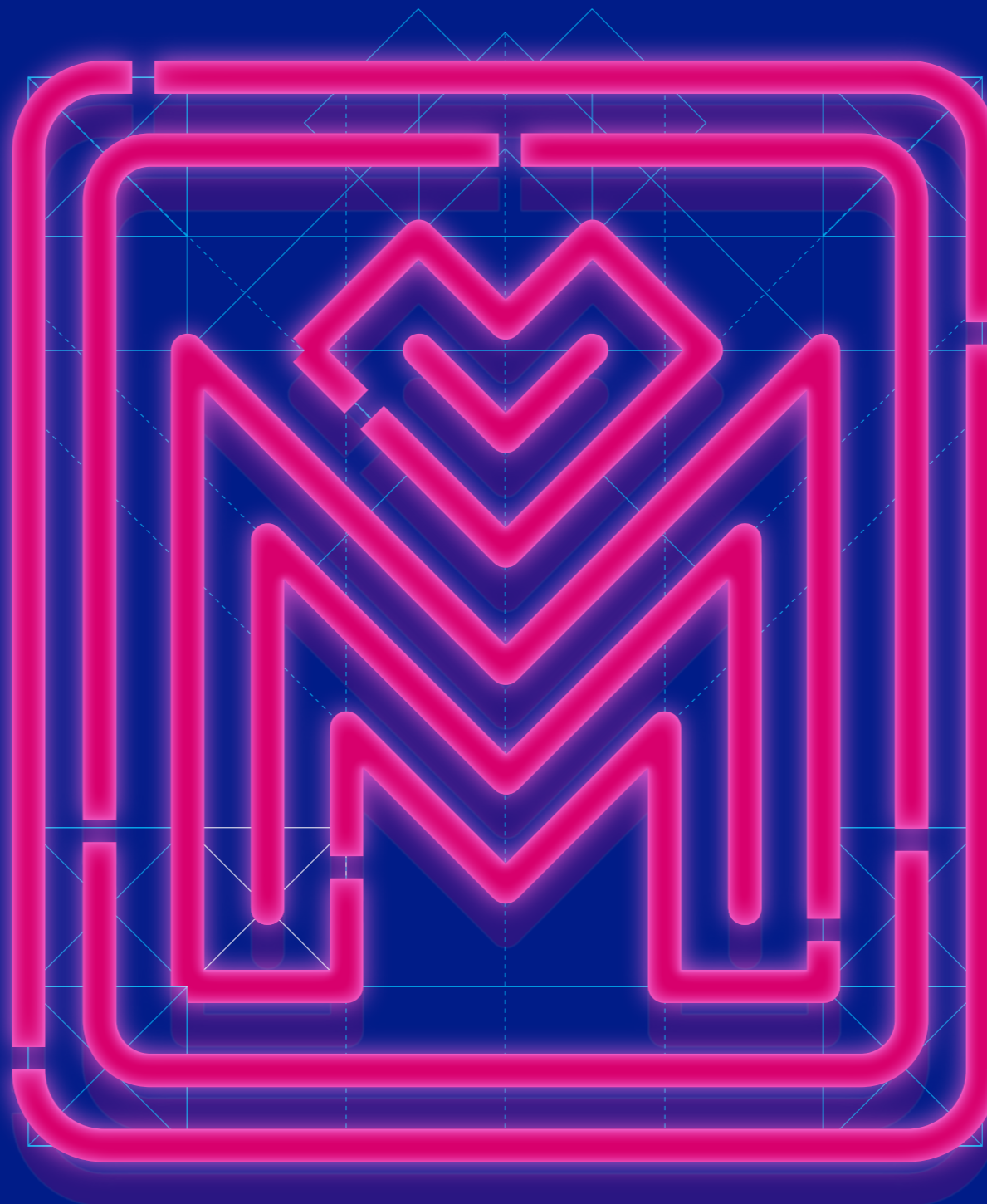
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°28

Infografika - geolokalizacja

mapa świata

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

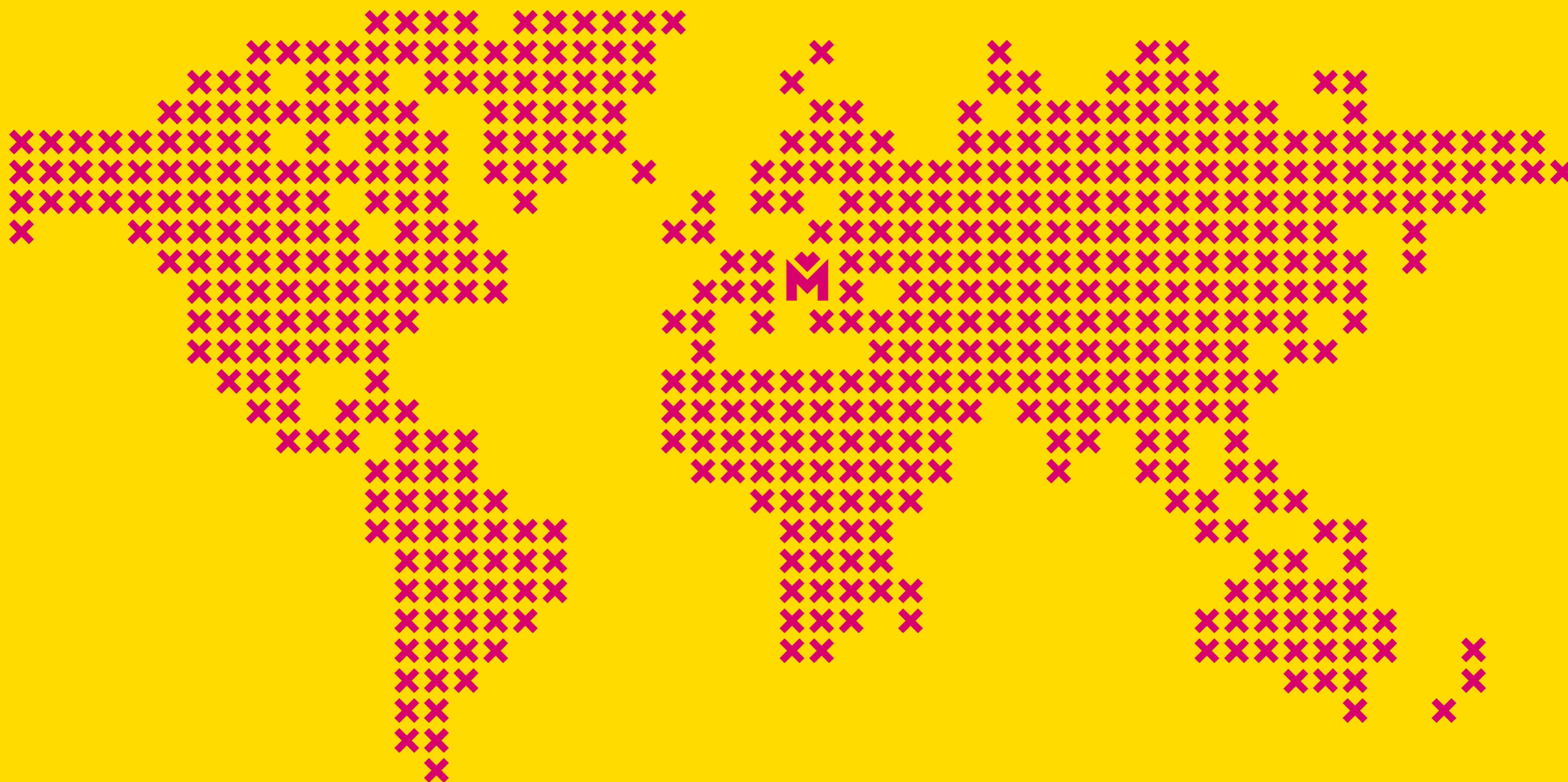
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°28

Infografika - geolokalizacja

mapa Polski

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

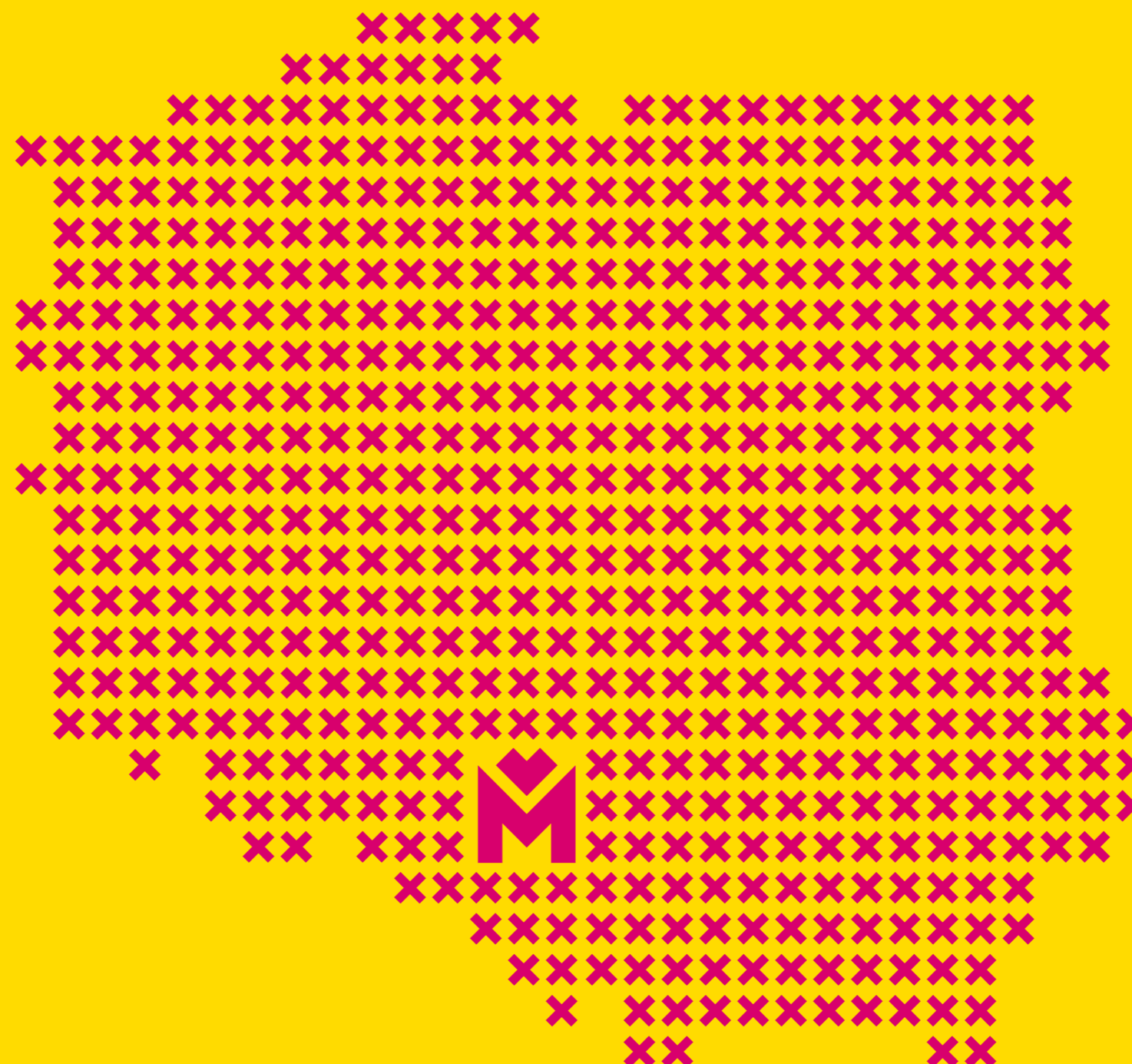
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°28

Infografika - geolokalizacja

mapa zarysowa
Metropolii GZM

Wielkość dokumentu:

210mm x 297mm

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- 2 równanie do lewej krawędzi

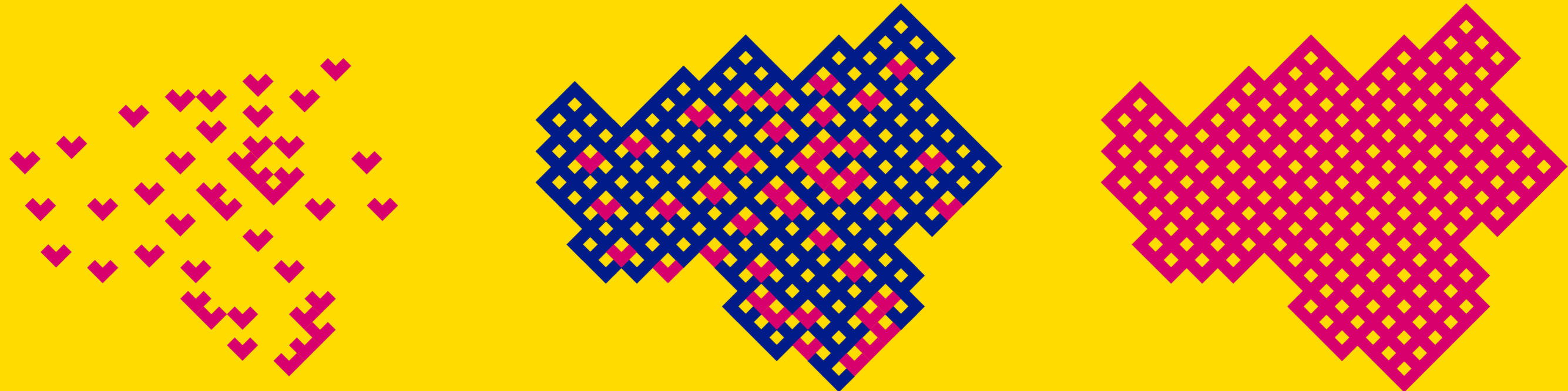
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°29

Oznaczenia komunikacji metropolitalnej

linie lotniskowe

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

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Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°30

Flagi pionowa

siatki konstrukcyjne



Kolory metropolitarne

Papier powlekany

Fuksja Metropolii
CMYK C73 M67 Y08 K24
WEB #ffec00

Konfekcja z tunelem na wysięgnik i z karabinkami dla flagi pionowej na maszt z wysięgnikiem

Wykończenie:

po stronie masztu (z lewej strony) wzmocnienie z białej taśmy o szerokości 2,5 cm, przyszytej dwustronnie;
do taśmy przszyte plastikowe karabinki w odstępach ok. 100 cm, do zaczepienia flagi na maszcie;
w górnej części tunel otwarty po prawej stronie, dostosowany do wysięgnika (Ø ok. 30 mm, na płasko 5 cm) wykonany z białej taśmy poliestrowej, do naciągnięcia na wysięgnik;
pozostałe boki wykończone podwójnym szwem - stębnówką.

150 cm/400 cm

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
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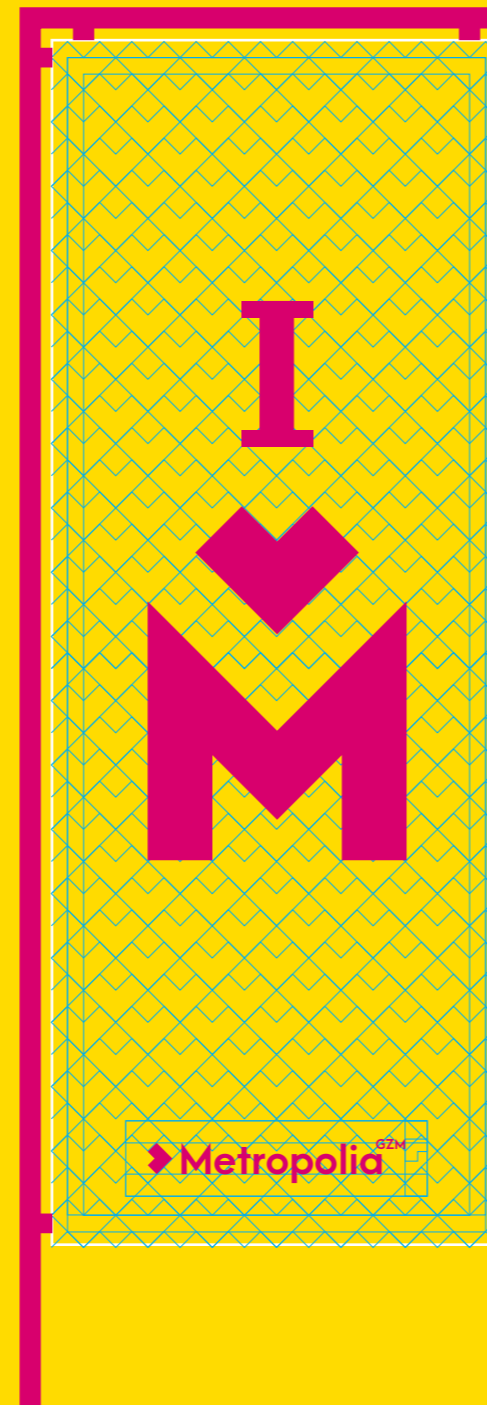
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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2°31

Typograficzne wersje logotypu

domeny www

Wielkość dokumentu:

210mm x 297mm

1 nie używać przecinków ","

2 równanie do lewej krawędzi

Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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metropoliagzm.pl

metropolia.gzm

metropolisgzm.eu

2°32

Konstrukcja przestrzenna

Rzeźby w przestrzeni publicznej - zestawienie

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

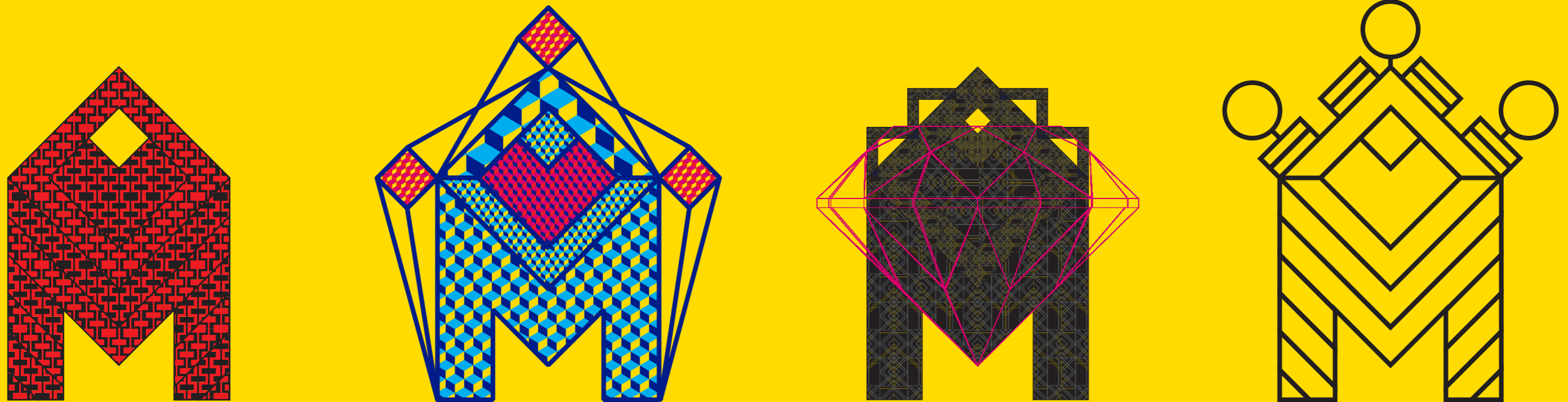
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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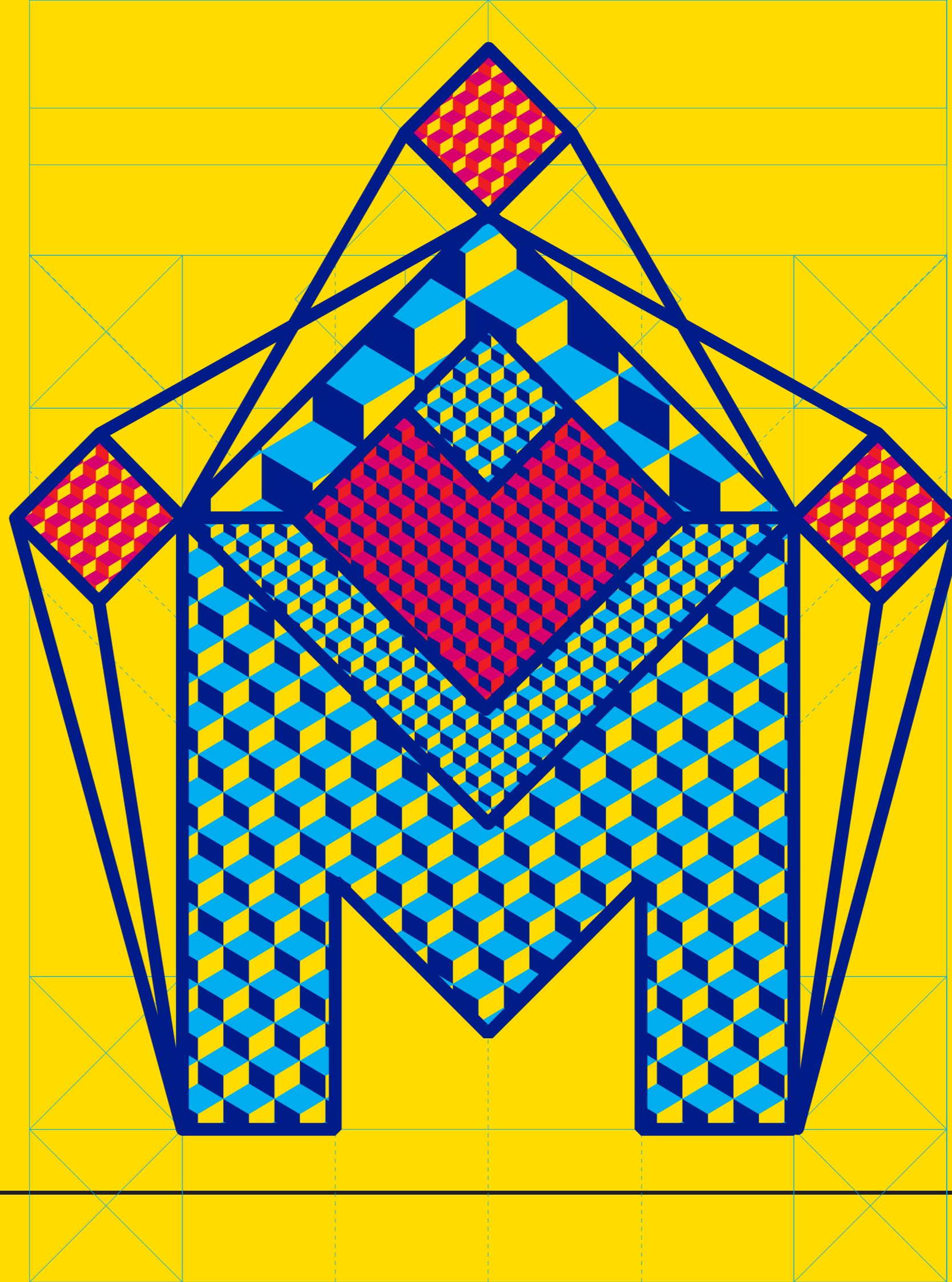


2°32

Konstrukcja przestrzenna

Rzeźby w przestrzeni publicznej

Ceramika śląska

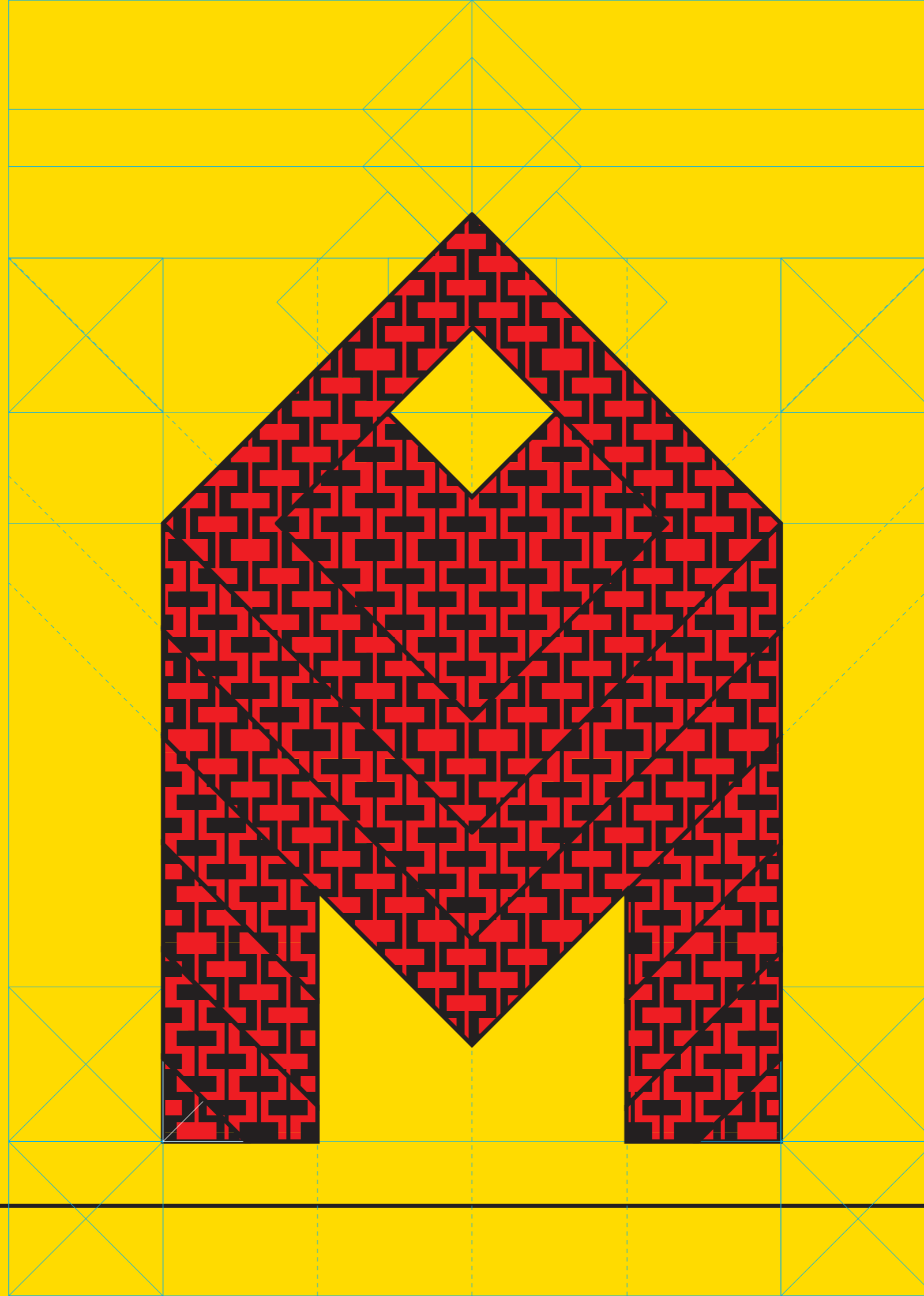


2°32

Konstrukcja przestrzenna

Rzeźby w przestrzeni publicznej

Cegła nikiszowska

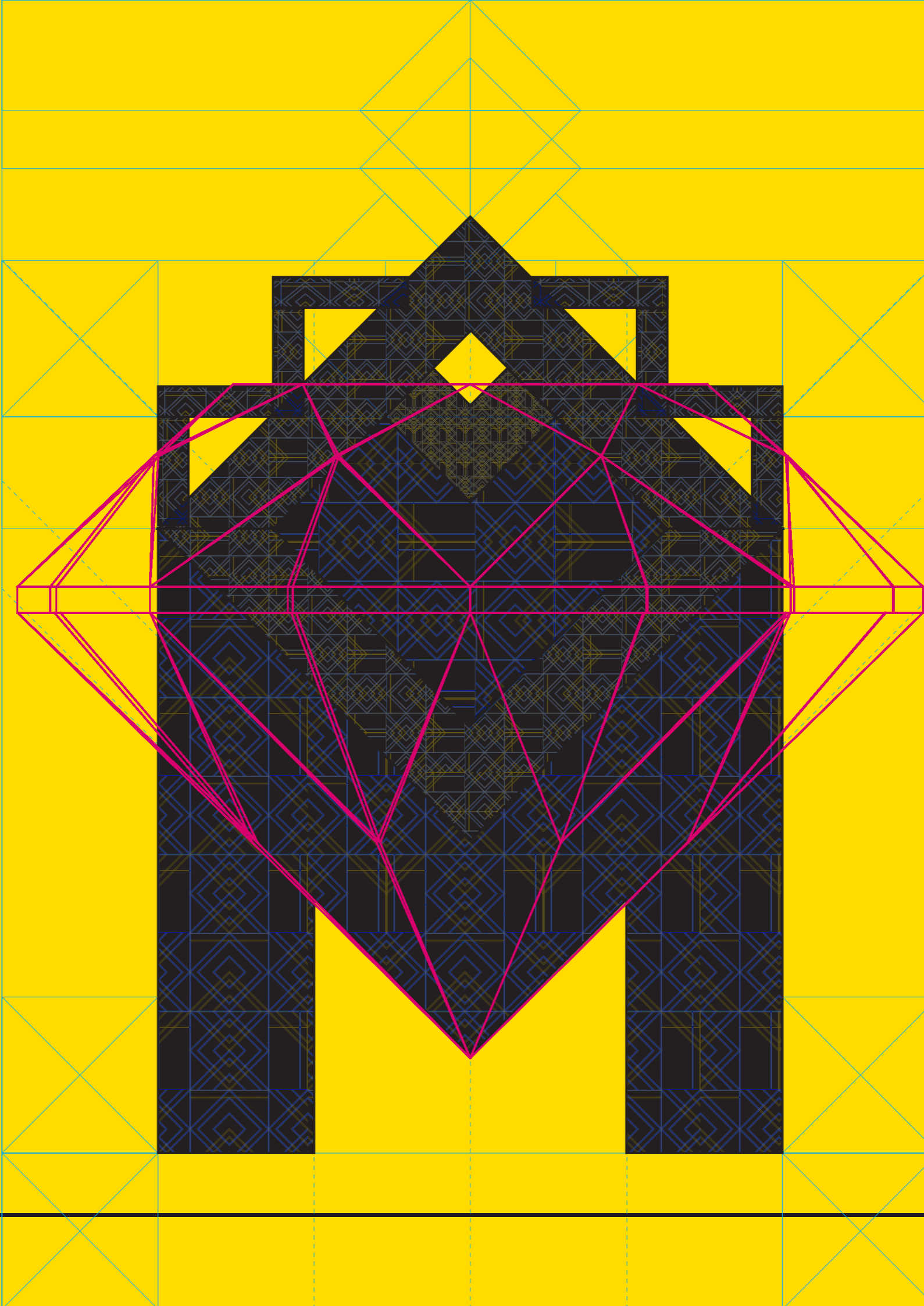


2°32

Konstrukcja przestrzenna

Rzeźby w przestrzeni publicznej

Polerowany węgiel

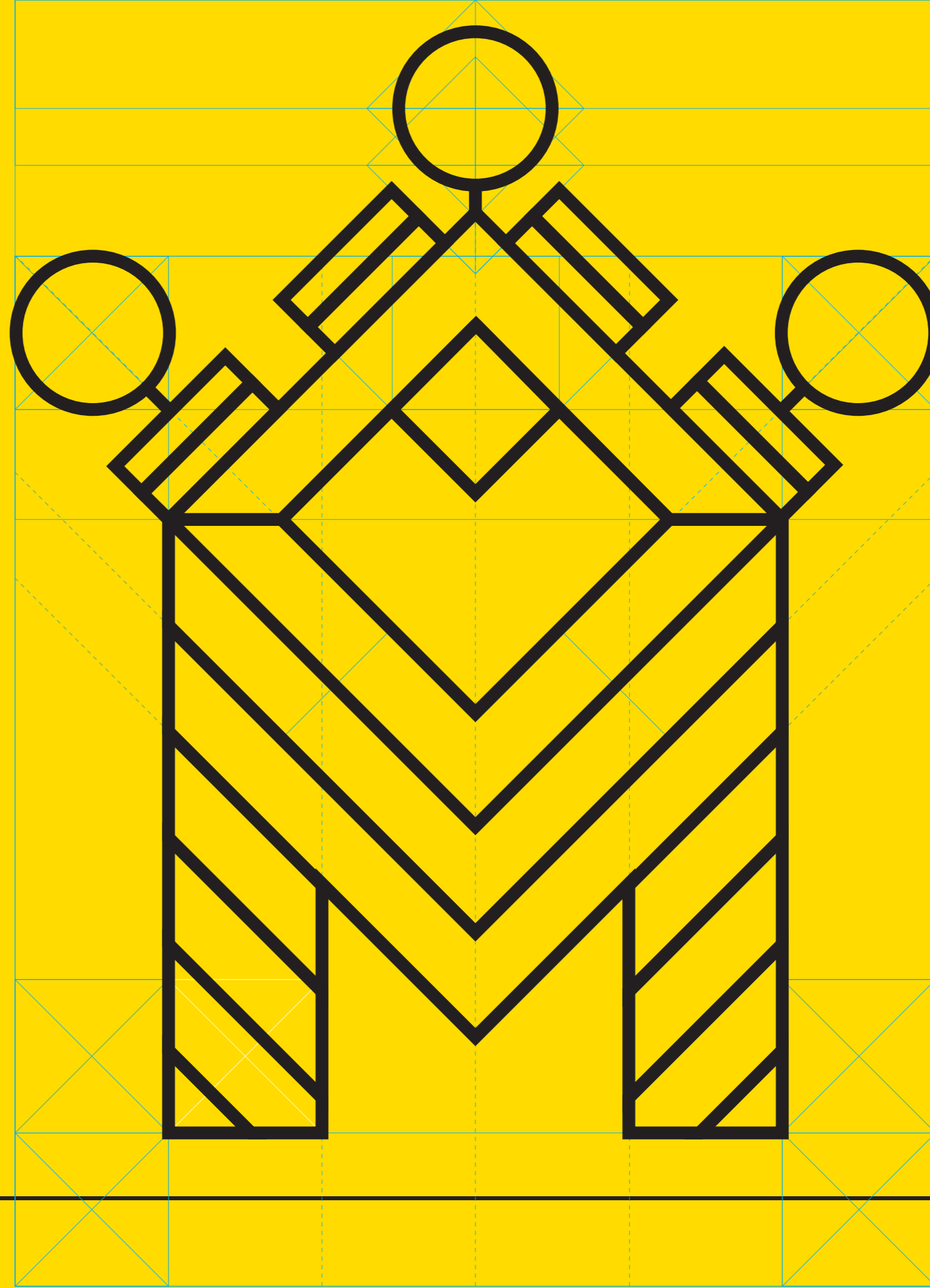


2°32

Konstrukcja przestrzenna

Rzeźby w przestrzeni publicznej

Polerowany węgiel

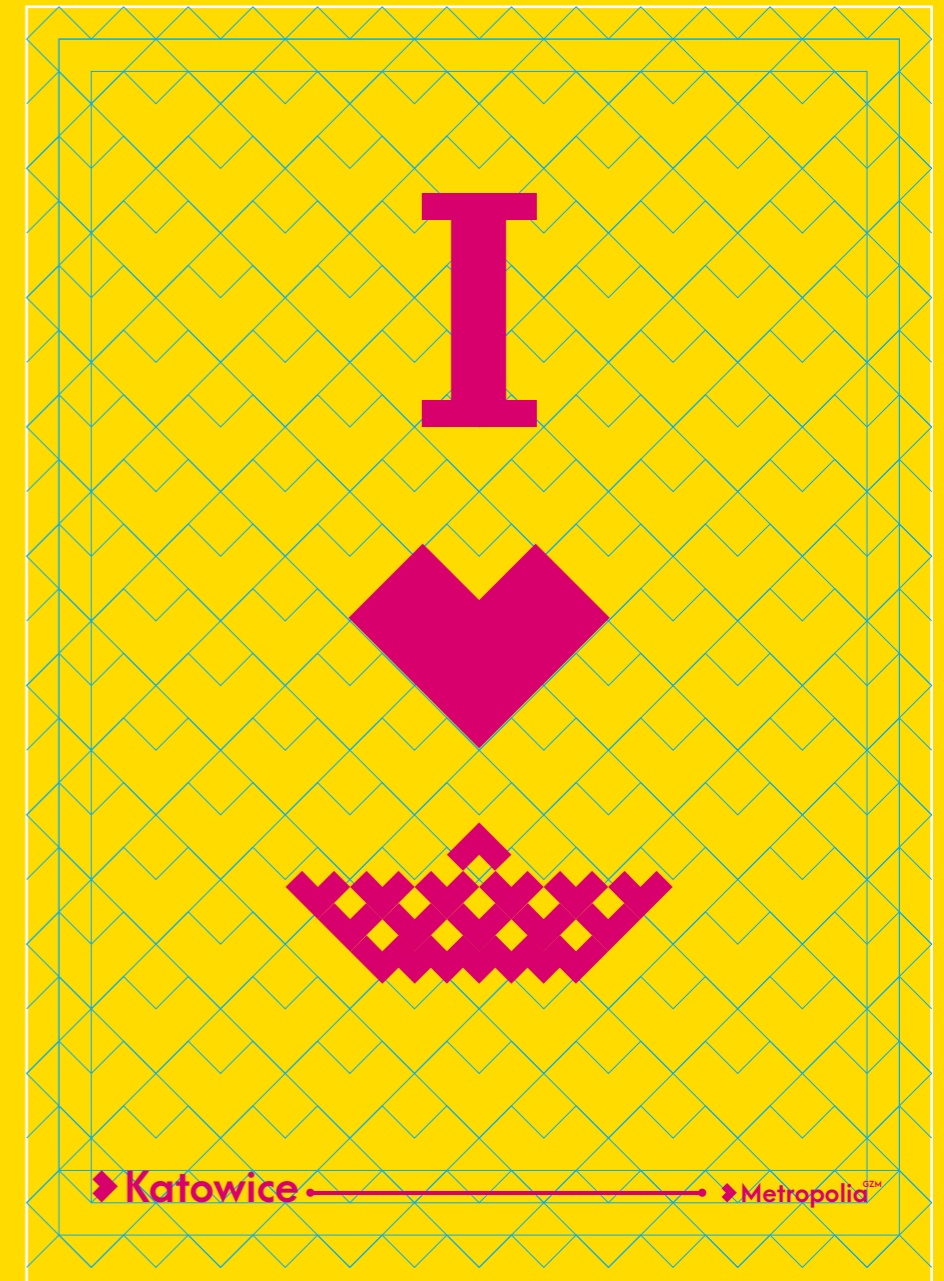
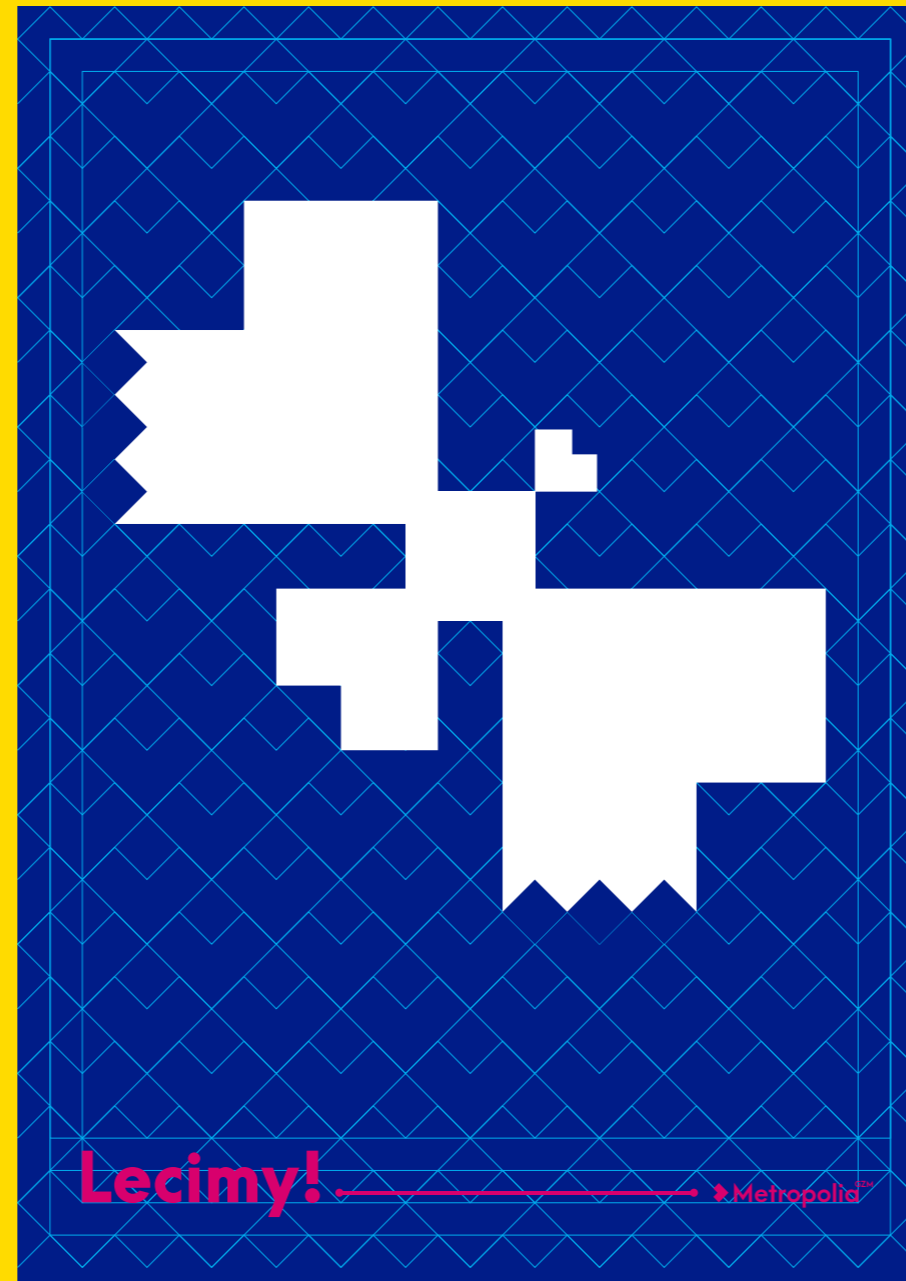
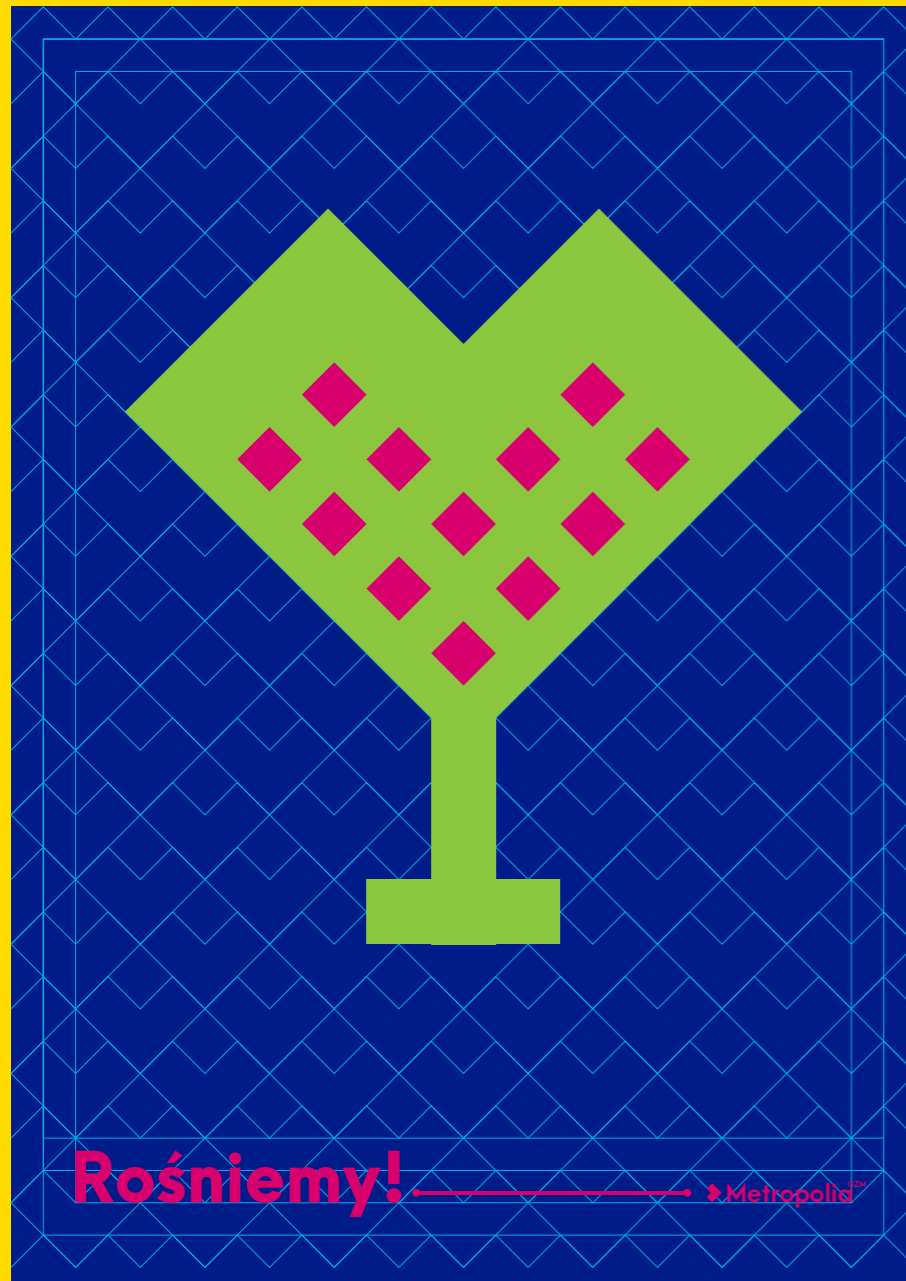


2°33

Outdoor / plakaty / BTL



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2°33

Outdoor / plakaty / BTL



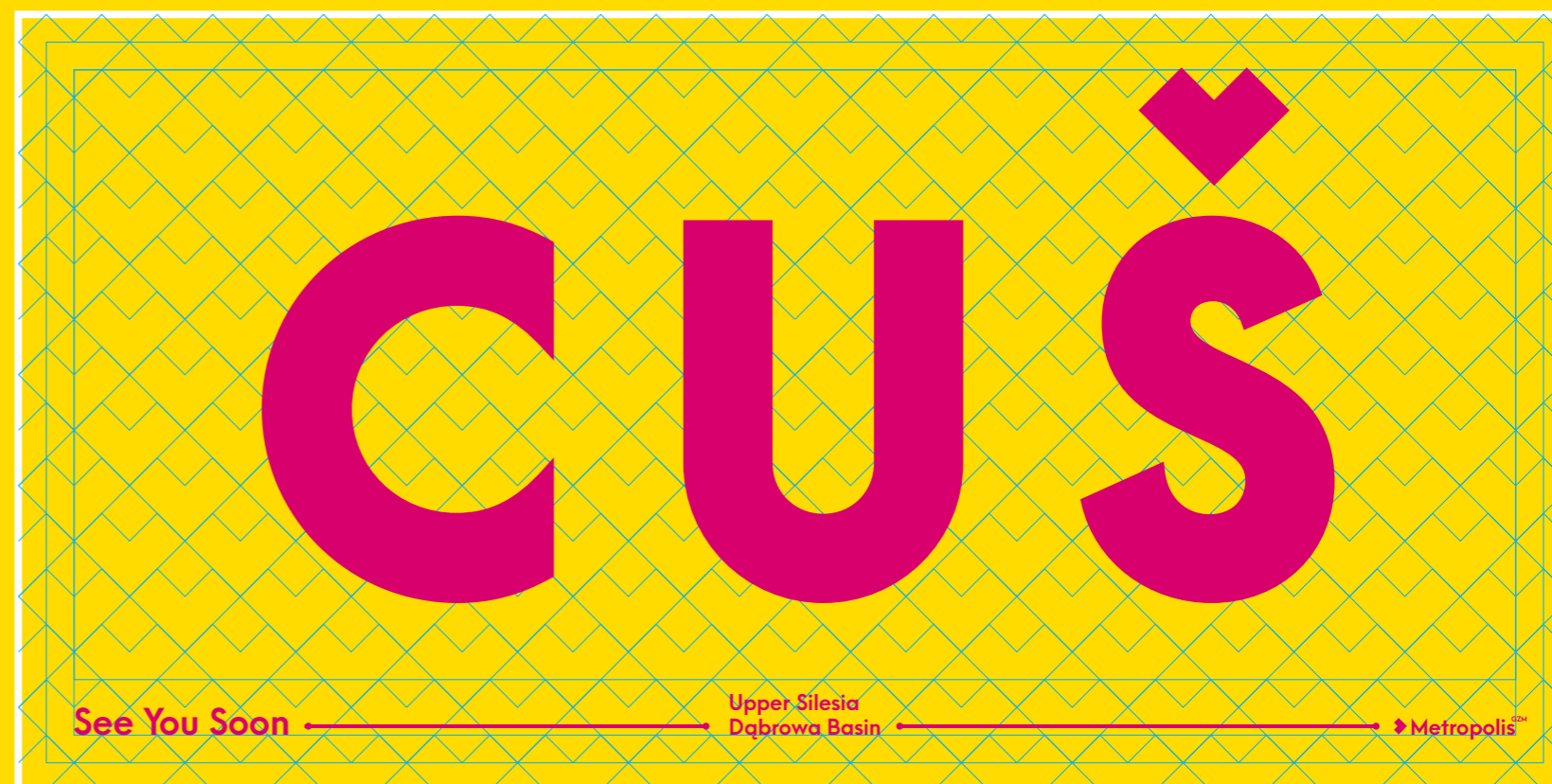
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Outdoor / plakaty / BTL



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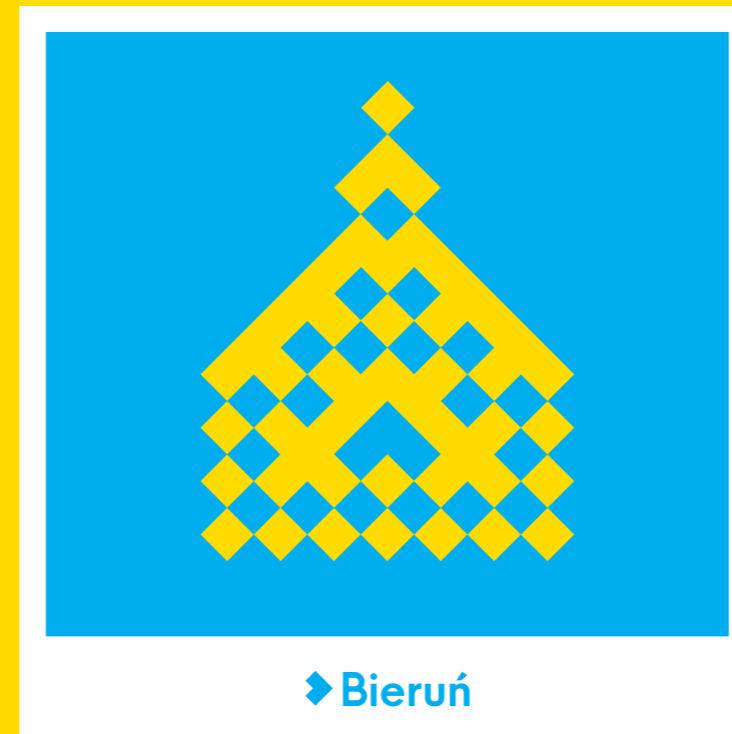


2°33

Outdoor / plakaty / BTL

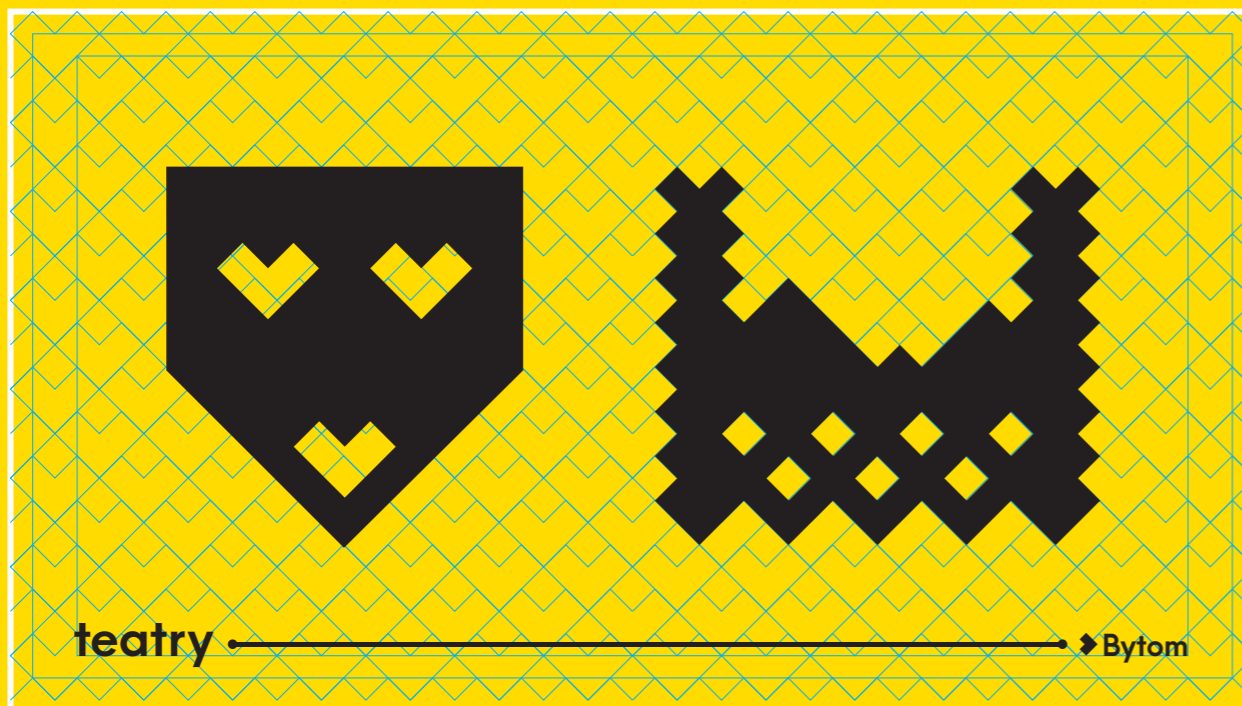
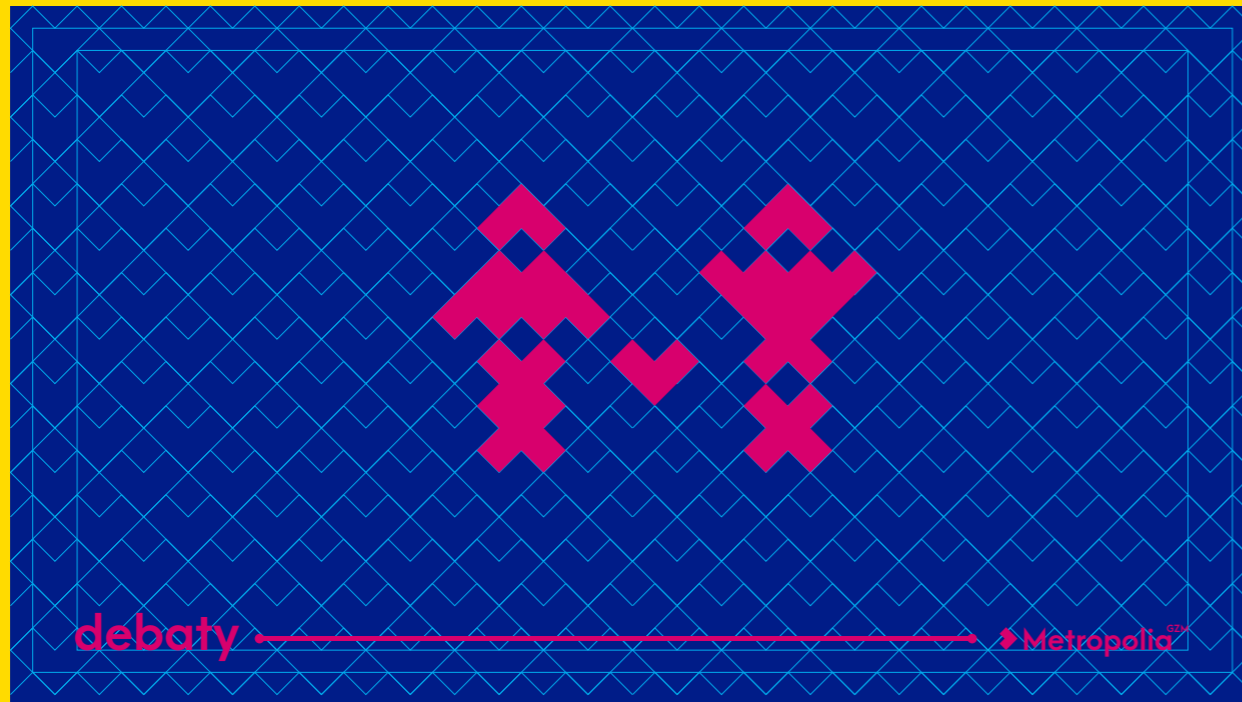


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2°33

Outdoor / plakaty / BTL



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◆ Dobrze się składa —◆ Metropolia^{GZM}

◆ Works out well —◆ Metropolia^{GZM}

◆ Dobrze się składa —◆ Metropolia^{GZM}

◆ Works out well —◆ Metropolia^{GZM}

2°33

Outdoor / plakaty / BTL



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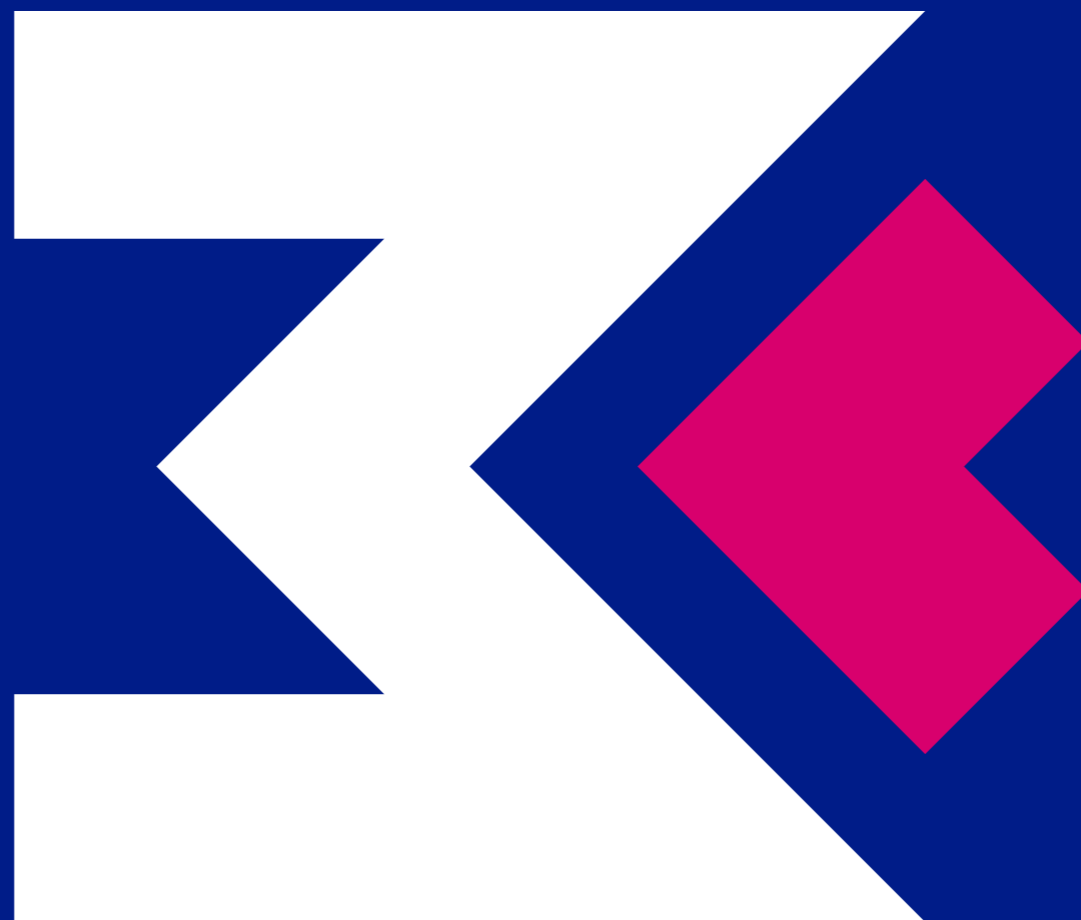
2°33

Outdoor / plakaty / BTL



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System
Identyfikacji
Wizualnej

Górnśląsko
-Zagłębiowska
Metropolia

3°1

Stojak na ekran

Schemat konstrukcyjny

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

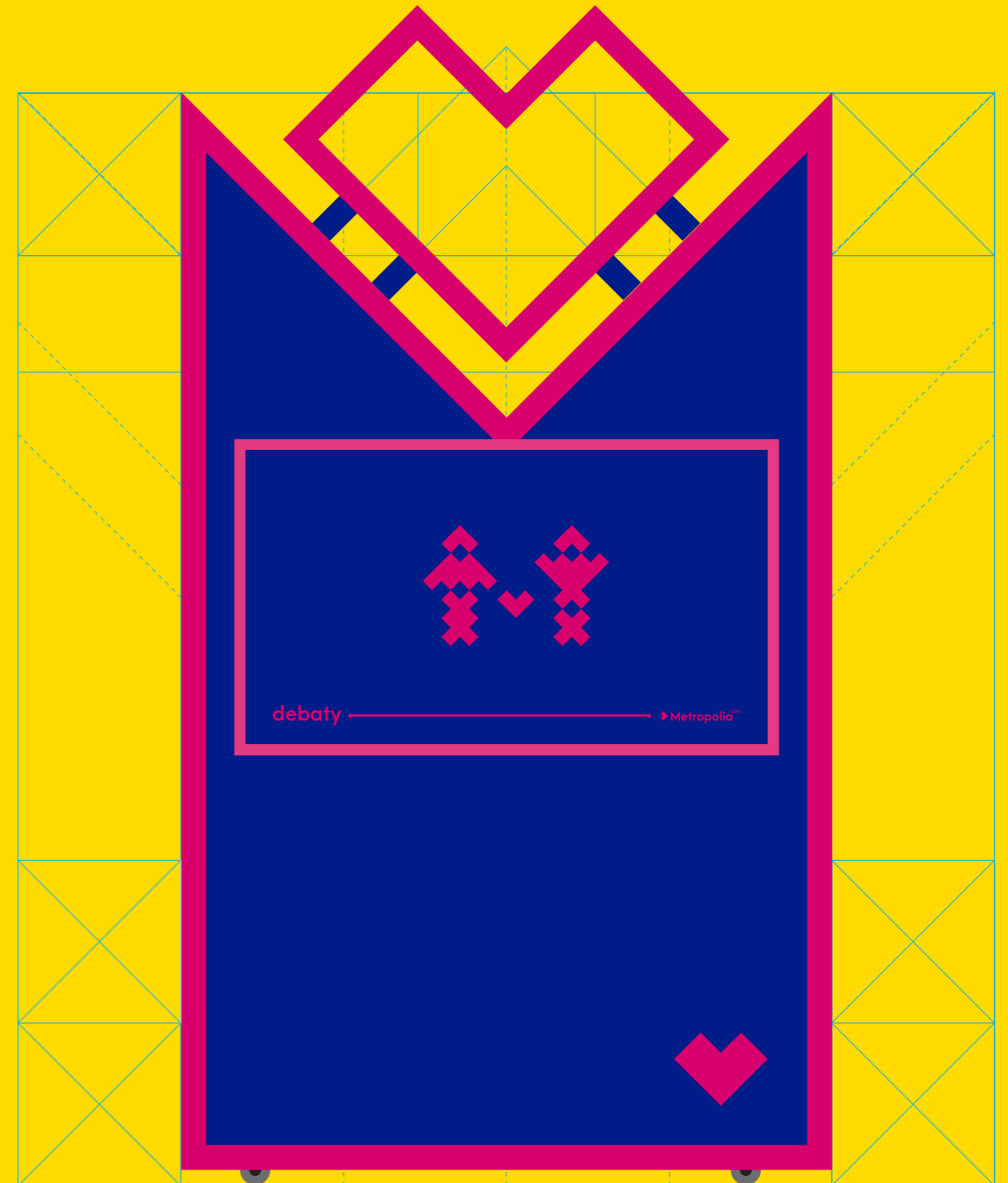
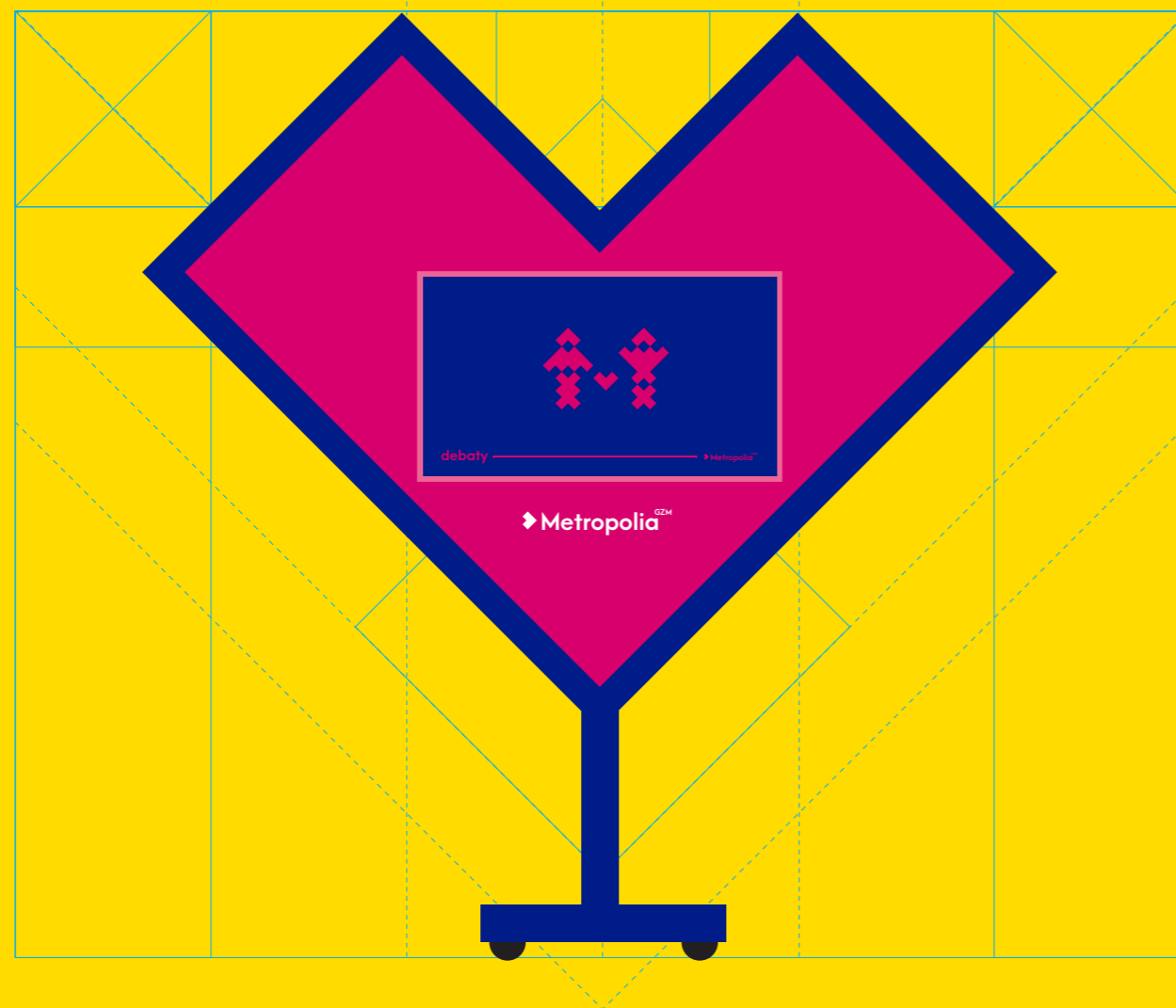
Font: Arca Majora Black&Heavy

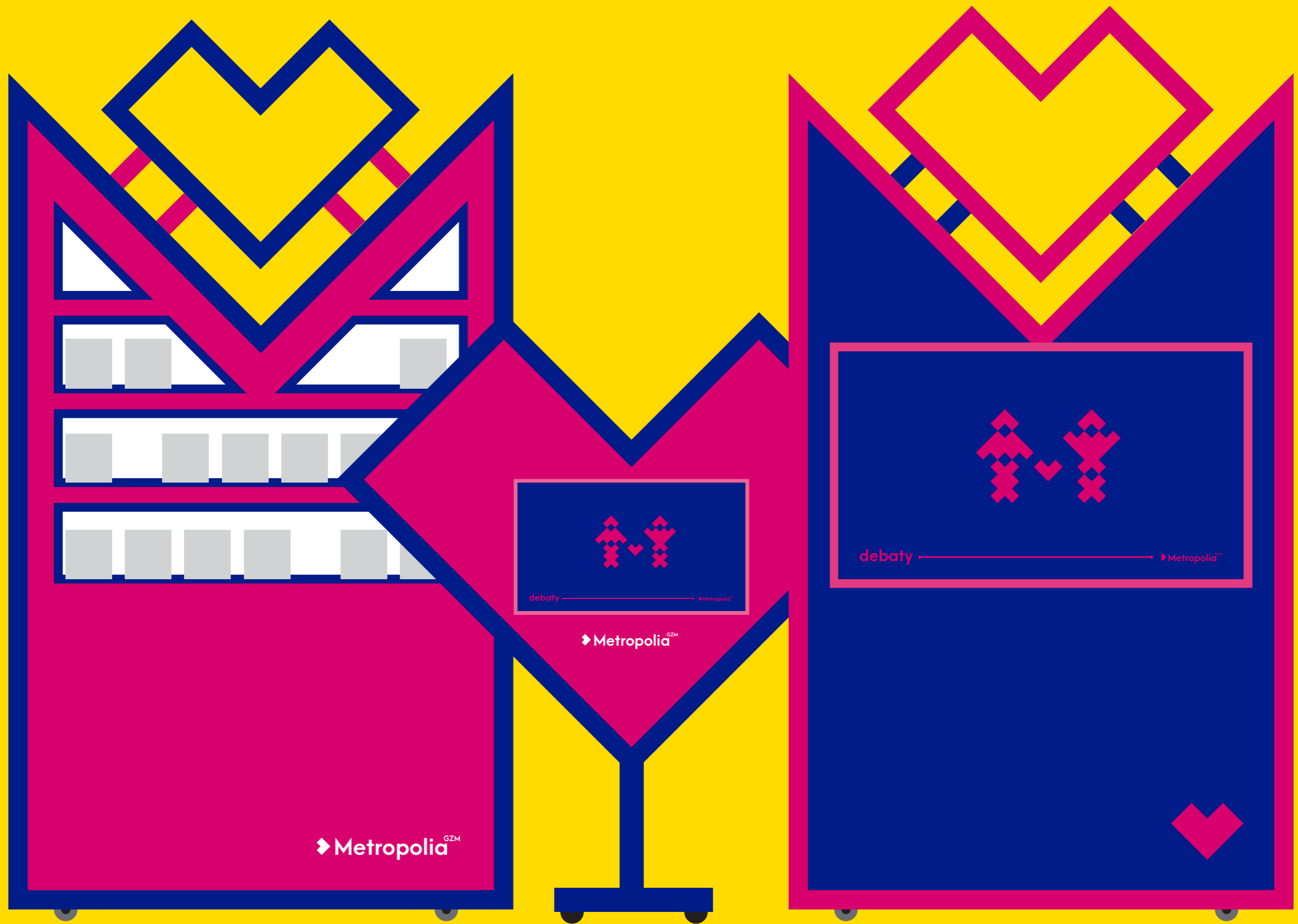
Zalecana wielkość: 7,5 - 9pt

Tracking 20



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3°2

Stojak na ulotki

Schemat
konstrukcyjny

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

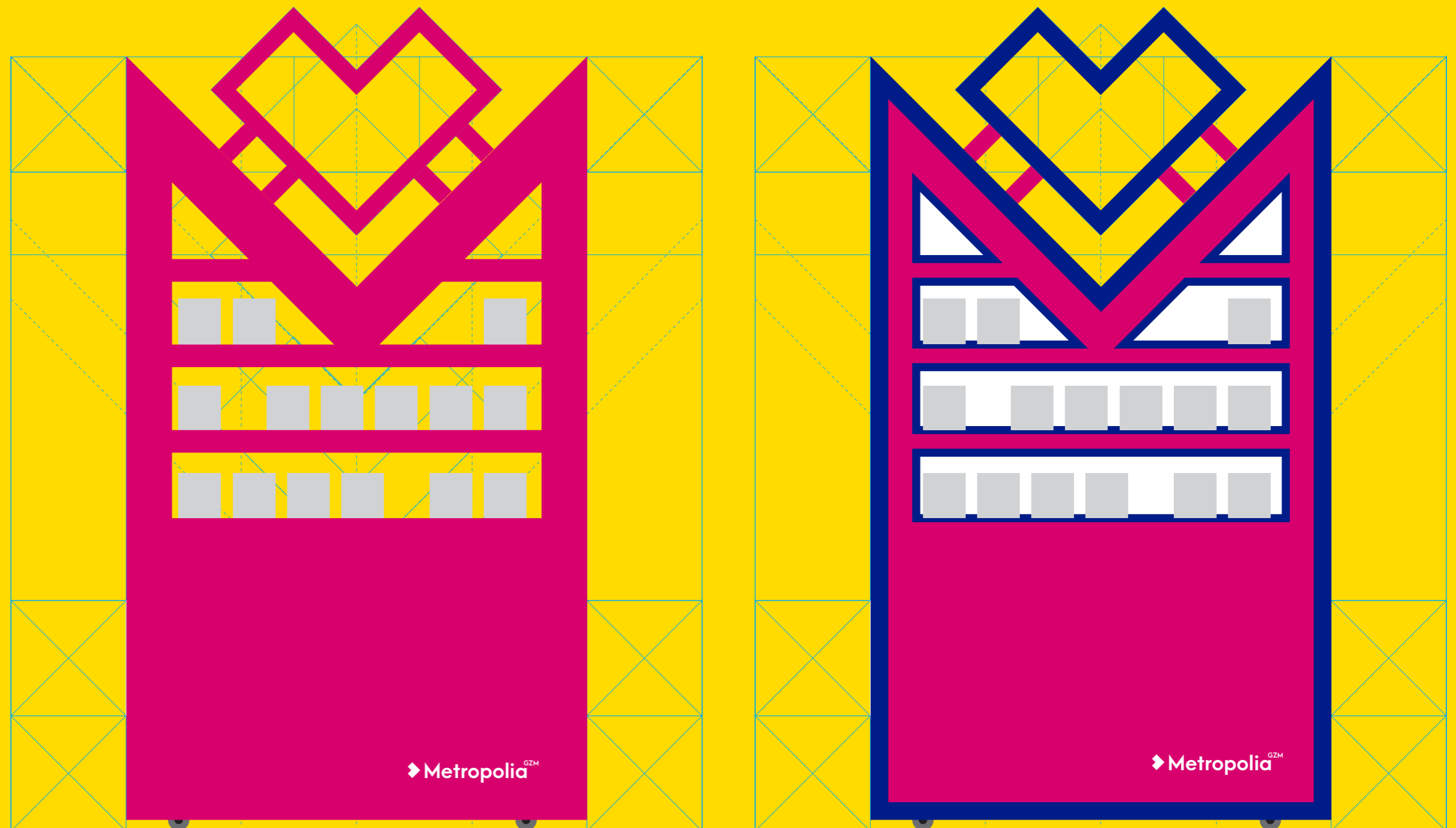
Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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3°3

Pin

Schemat konstrukcyjny

papier Pop'set Cosmo Pink 240 g/m
zadruk sitodruk



Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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3°4

Autorskie gadzety

Komplet farb
Paleta
Metropolii

Wielkość dokumentu:

210mm x 297mm

- 1 nie używać przecinków ","
- 2 równanie do lewej krawędzi

Font: Arca Majora Black&Heavy

Zalecana wielkość: 7,5 - 9pt

Tracking 20



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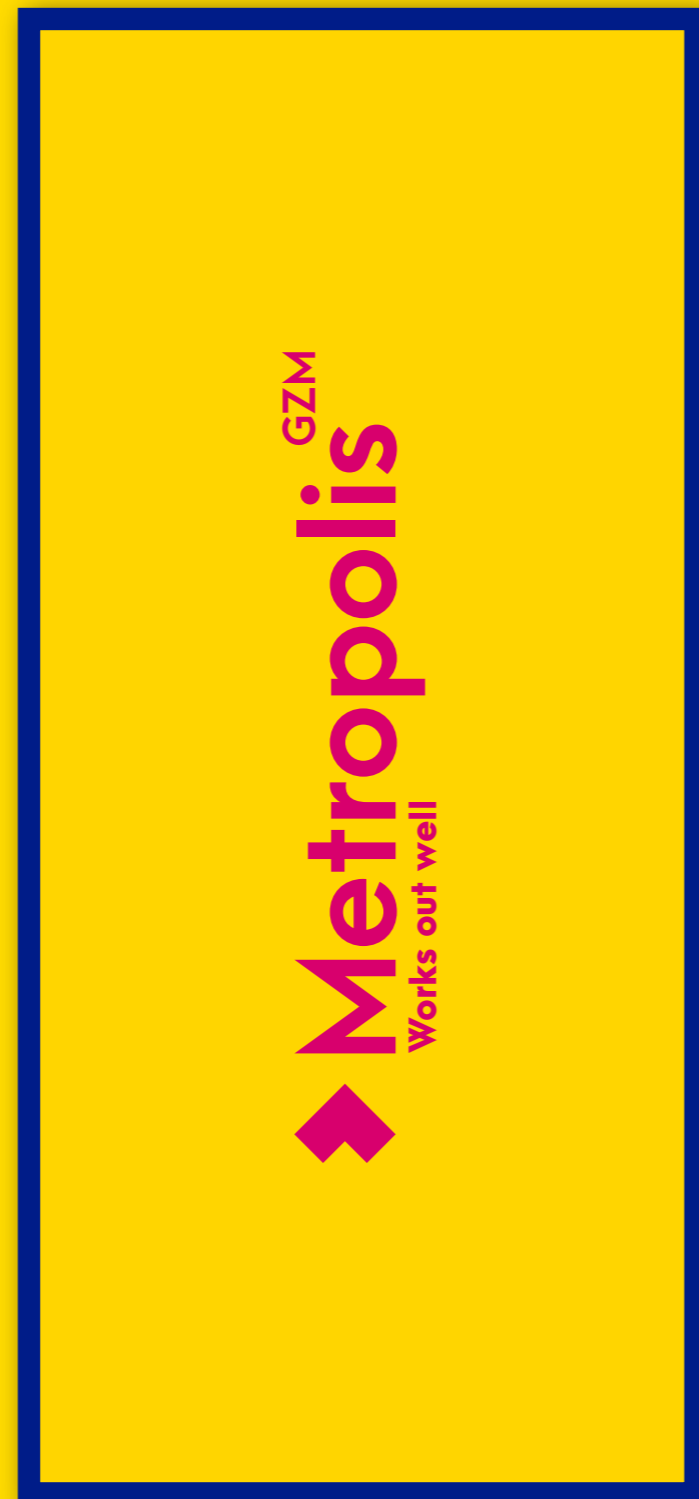
3°4

Autorskie gadzety

Tryktrak metropolitarny



But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because



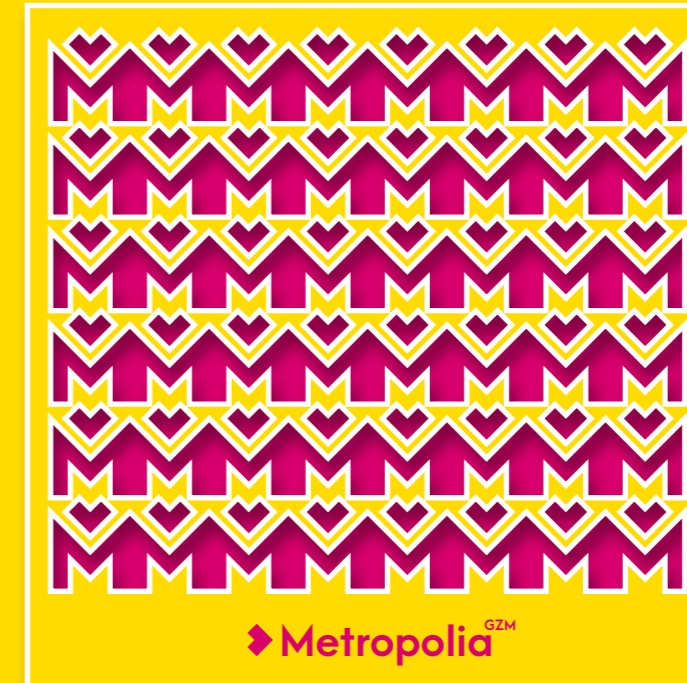
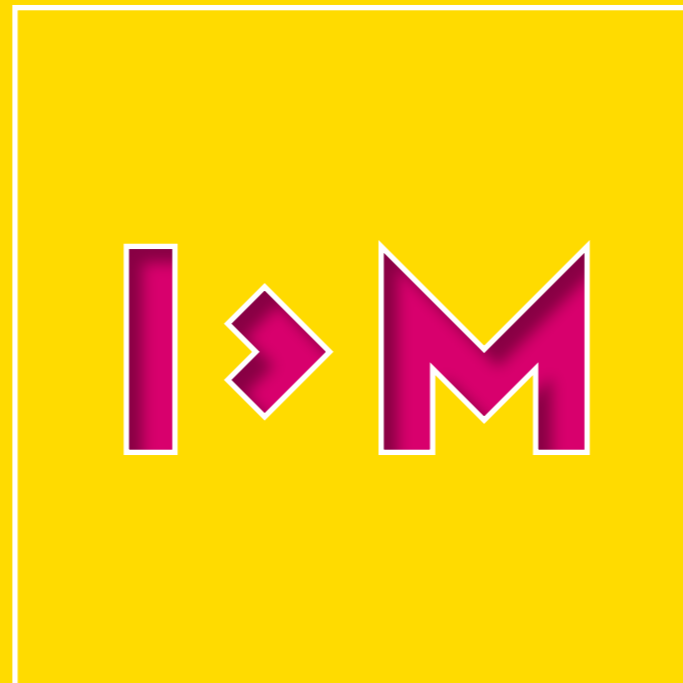
3°5

Magnesy

Wersje



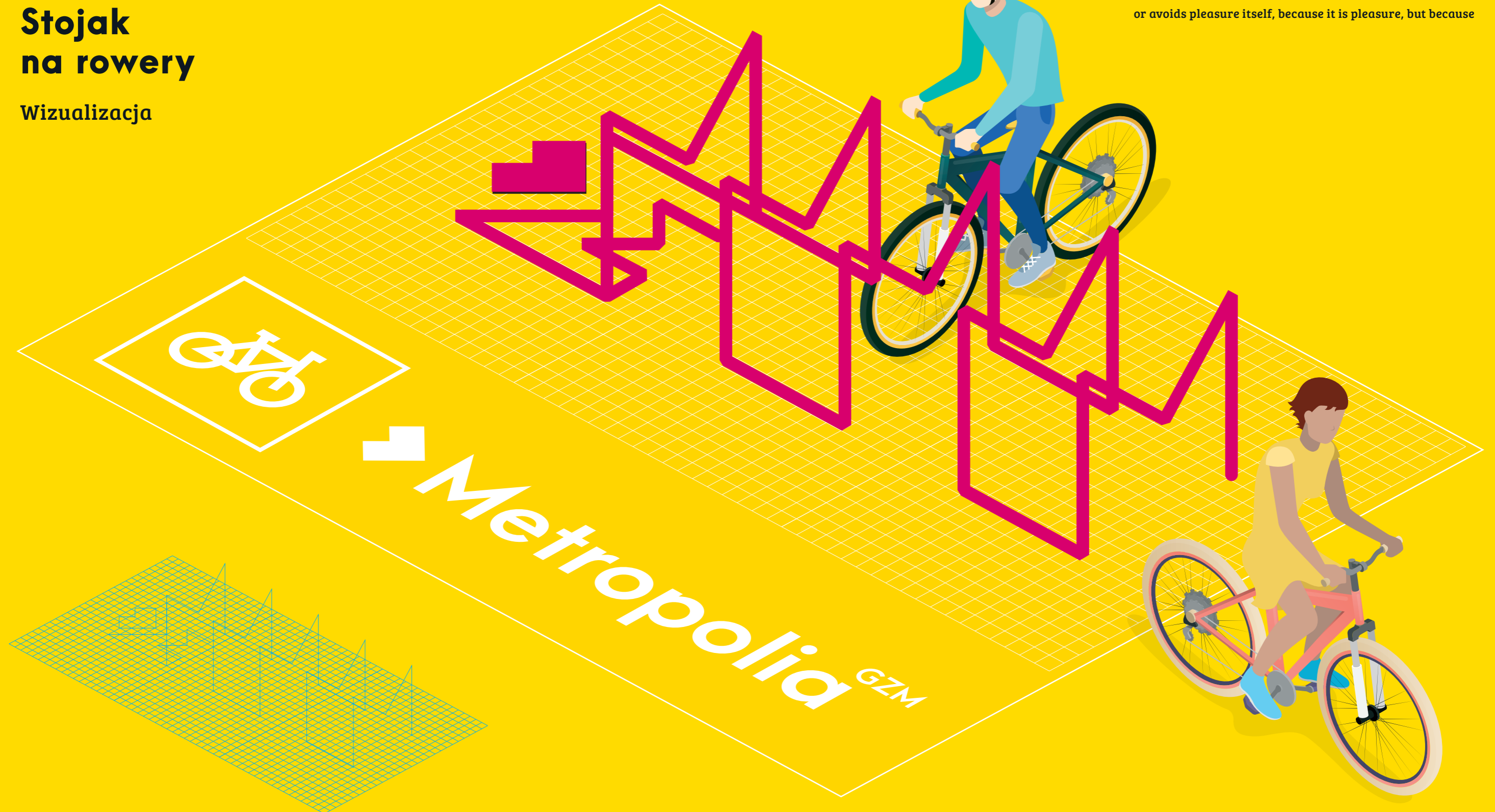
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3°6

Stojak na rowery

Wizualizacja



But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because

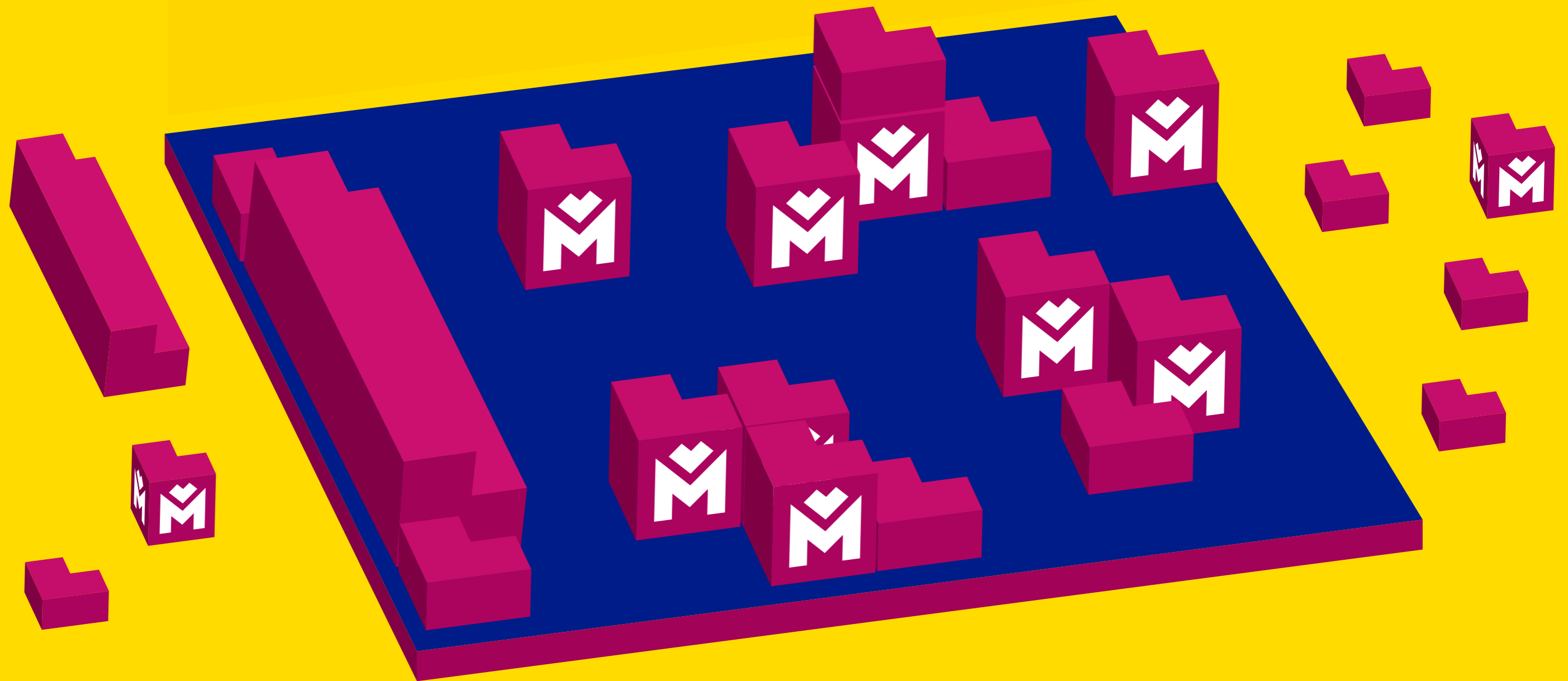
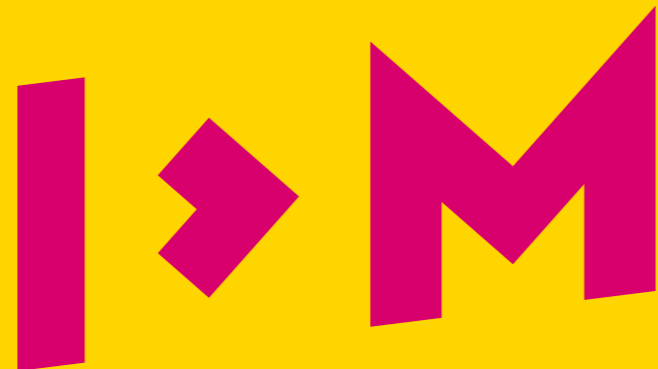
3°7

Strefa chillout

Wizualizacja



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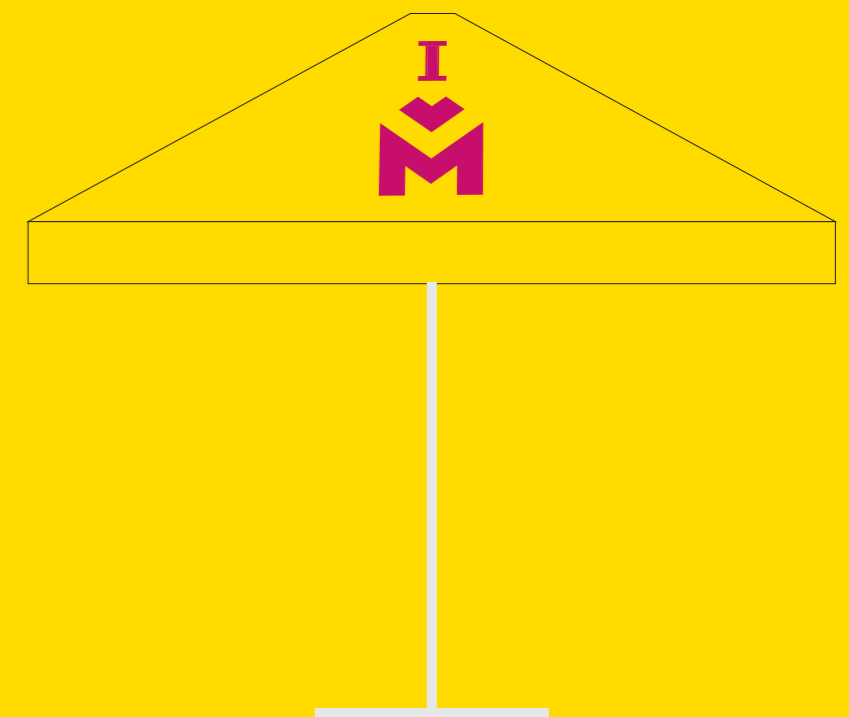
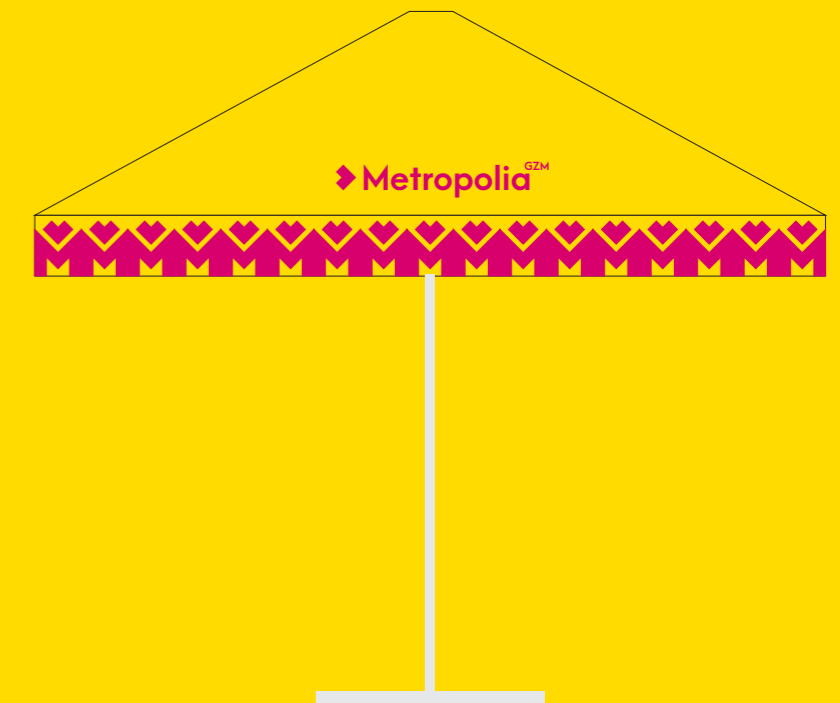
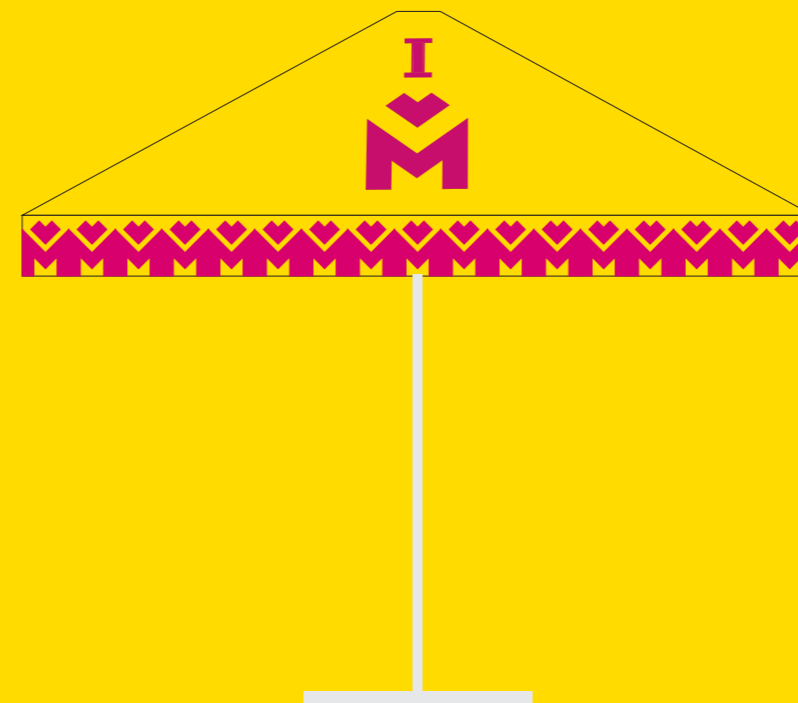
3°8



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Parasole eventowe

Schemat
Wizualizacja



3°9

Opaski odblaskowe

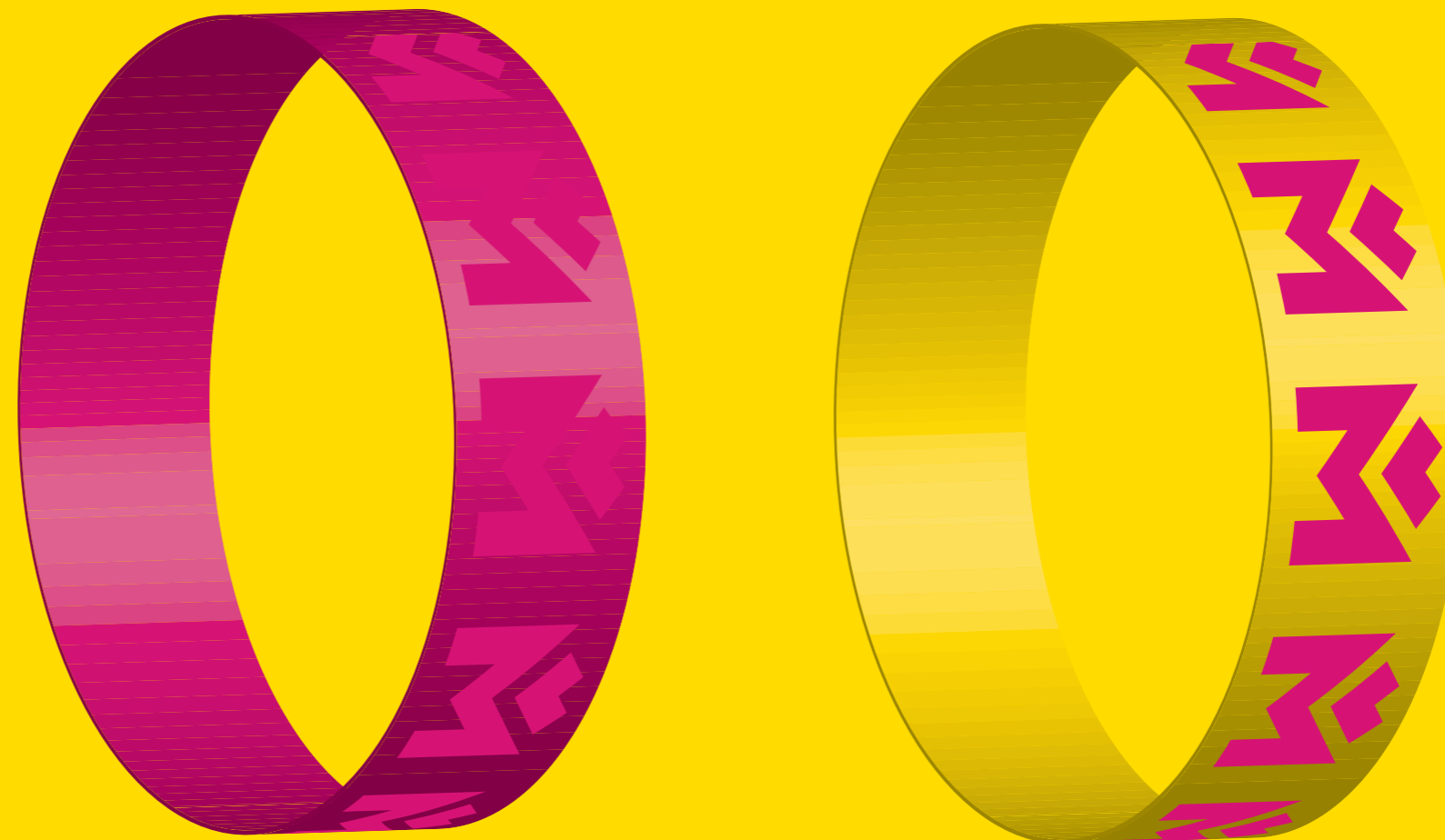
Wizualizacja

Opaska odblaskowa samozaciskowa
34 x 3 cm.

Wykonana z folii odblaskowej PCV



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3°9

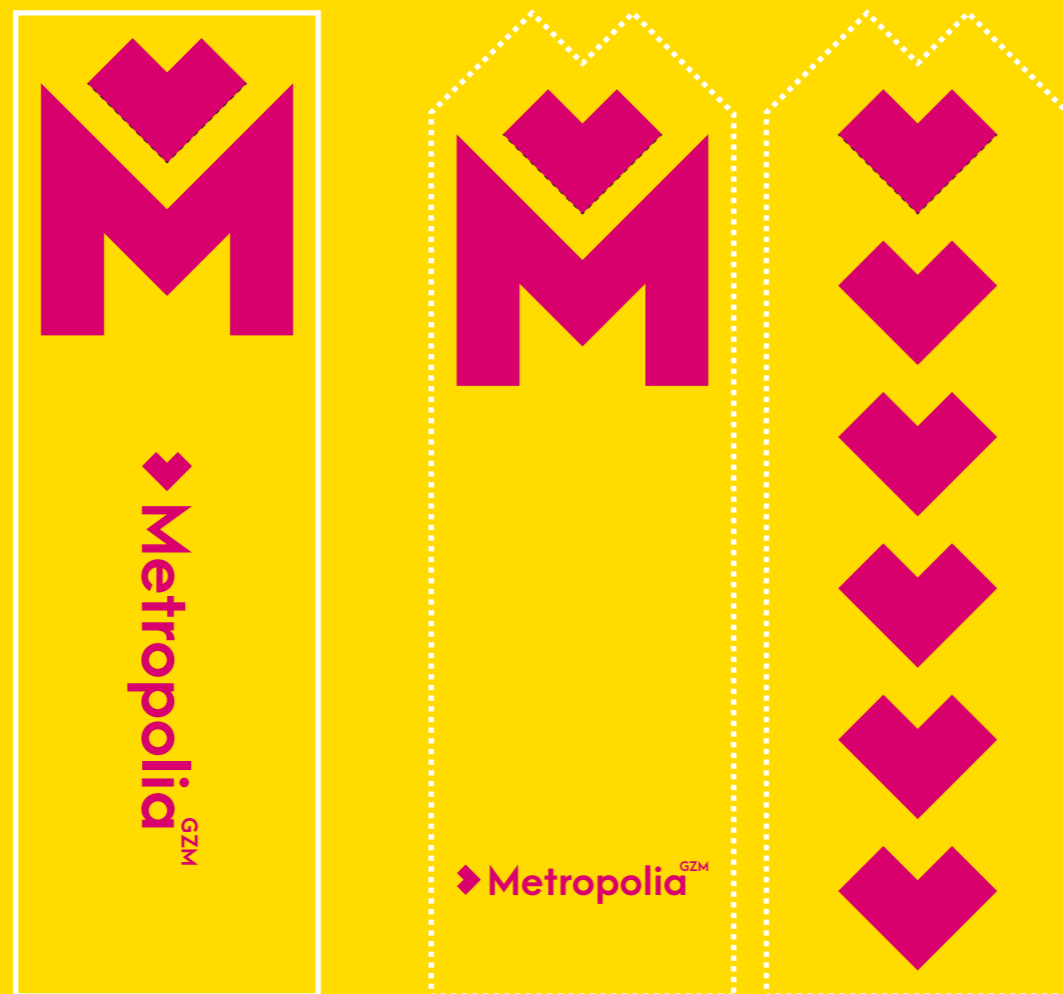
Zakładki do książek

Wizualizacja

papier Pop'set Sunshine
yellow 240 g/m
zadruk sitodruk



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3°10

Mała architektura miejska

Skwer
Metropolitalny
Schemat



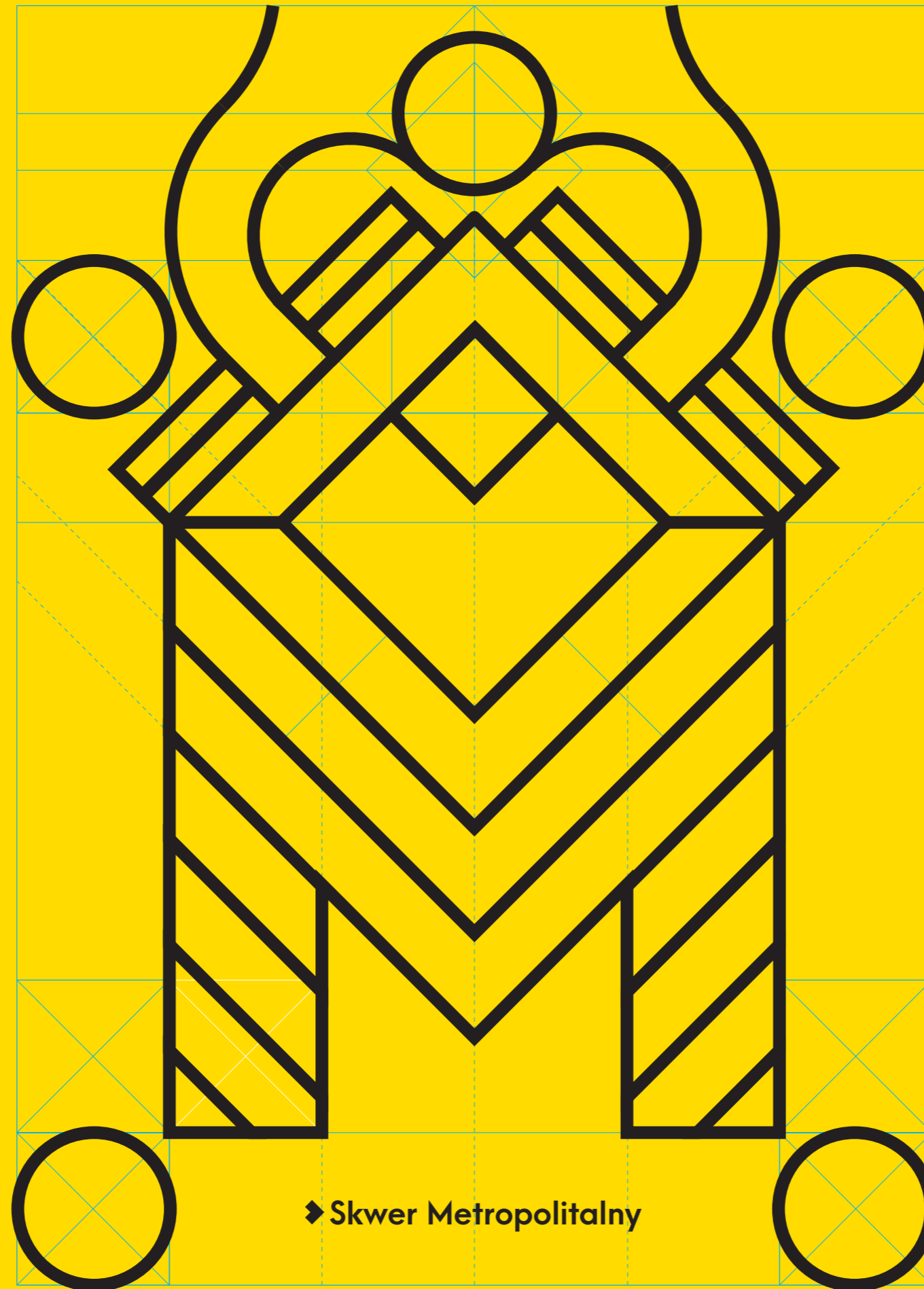
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3°10

Mała architektura miejska

Skwer
Metropolitalny
Rzut

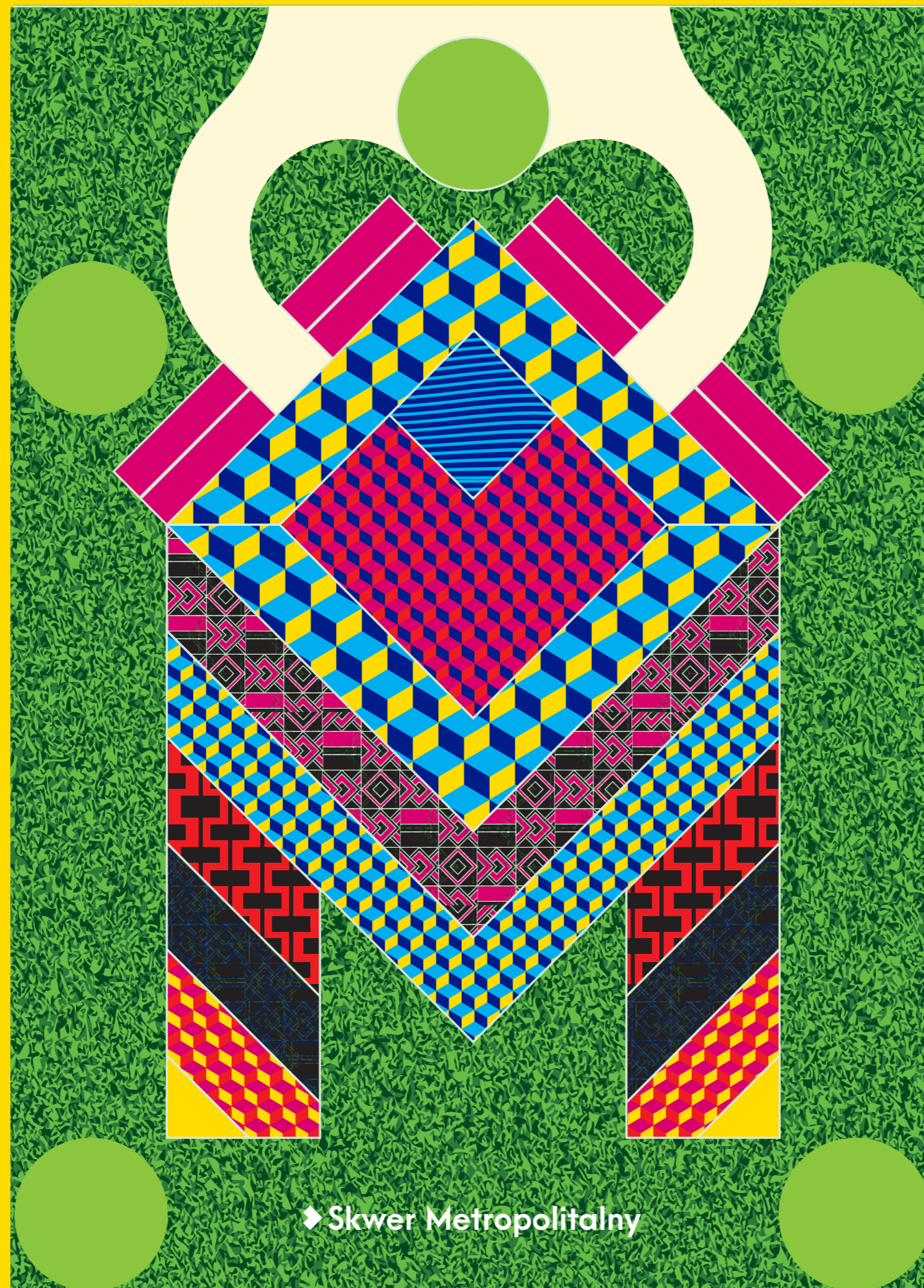


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Skwer
Metropolitalny
Wizualizacja
Rzut



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3°10

► Skwer Metropolitalny



3°11

Naklejki na samochody

Cechy produktu:

wymiary naklejki: 10 x 7 cm
kolor: standardowy lub dowolnie wybrany z
naszego wzornika
materiał: folia Oracal
rodzaj: kolorowa
przeznaczenie: na zewnątrz / do wewnątrz
odporność: wysoka
powłoka ochronna: tak
wytrzymałość: do 5 lat
czas naklejania: 10 sekund
wodoodporność: tak



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